2017 Government of Yukon Communications Survey Report

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Table of Contents

A. Introduction 1
B. Methodology 1
C. Phone Survey Results 1
D. Web Survey Results 17
E. Comparing the Household Survey and Web Survey Results 25
Appendix A. Household Phone Survey Frequency Tables 26
Appendix B. Web Survey Frequency Tables 43
Appendix C. Household Phone Survey Questionnaire 51
Appendix D. Web Survey Questionnaire 59

A. Introduction

The 2017 Yukon Bureau of Statistics conducted the Government of Yukon Communications Survey for the Communications Branch of the Yukon government's Executive Council Office. The purpose of this household survey was to collect information to gain an understanding of public awareness and perception of Government of Yukon programs and services. The information gathered will help the government more effectively communicate important information about services, funds and programs to the public.

B. Methodology

The Yukon Bureau of Statistics fielded the Government of Yukon Communications Survey between February 8 and March 31, 2017. The survey was conducted over the phone using a Computer Assisted Telephone Interviewing (CATI) system.

The Yukon Bureau of Statistics used its household survey frame to draw a random sample of all Yukon households. The sample was stratified to represent all Yukon communities. From a total sample of 3,692 households, 2,433 eligible respondents were identified. Those with invalid or incorrect contact information who could not be traced were removed from the sample.

Analytical weights were applied to the responses to correct for non-response and to adjust for the community of residence, age and sex of the respondents. The weighted response rate for the survey was 60.2%, while the refusal rate was 10.6%.

Following the phone survey, a public online survey was conducted for a three-week period. Anyone could respond to that survey, and the link was advertised on Facebook, Instagram, Whitehorse Star online, Yukon News online and Google ads.

As the web survey was non-random and responses were self-selected, the results are not representative of the general population. Some of the web survey questions were phrased differently from the phone survey, so the results are not directly comparable. The results from the web survey are presented in the final section of this report.

C. Phone Survey Results

Use of local media

The first few questions asked about people's use of local media sources such as newspapers, radio stations and television programming.

Seventy-two percent[1] of Yukon residents regularly listen to local radio stations. Fifty-nine percent of Yukon residents read Yukon newspapers, community newsletters or magazines regularly, either online or in the print edition, at least once a week. Fifteen percent of Yukon residents regularly watch Yukon television programming (Figure 1).

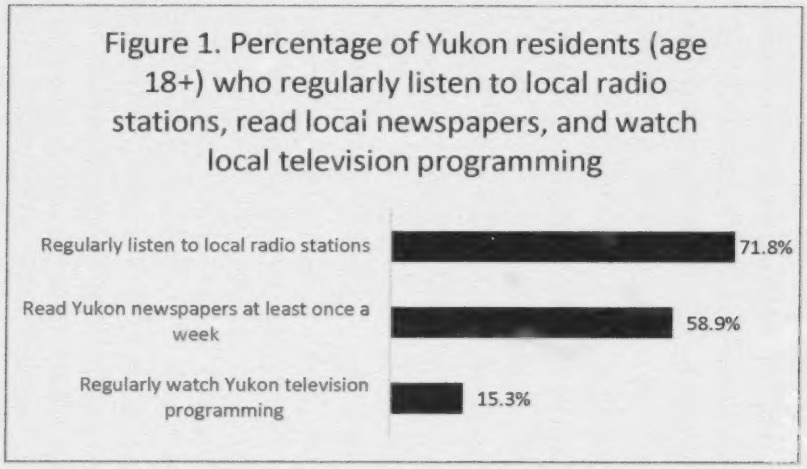
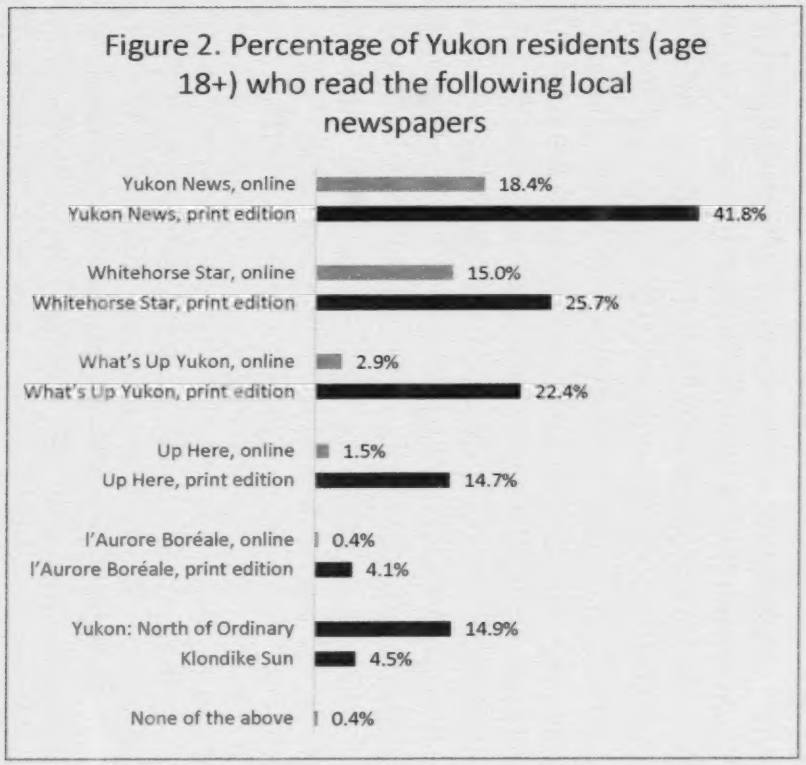


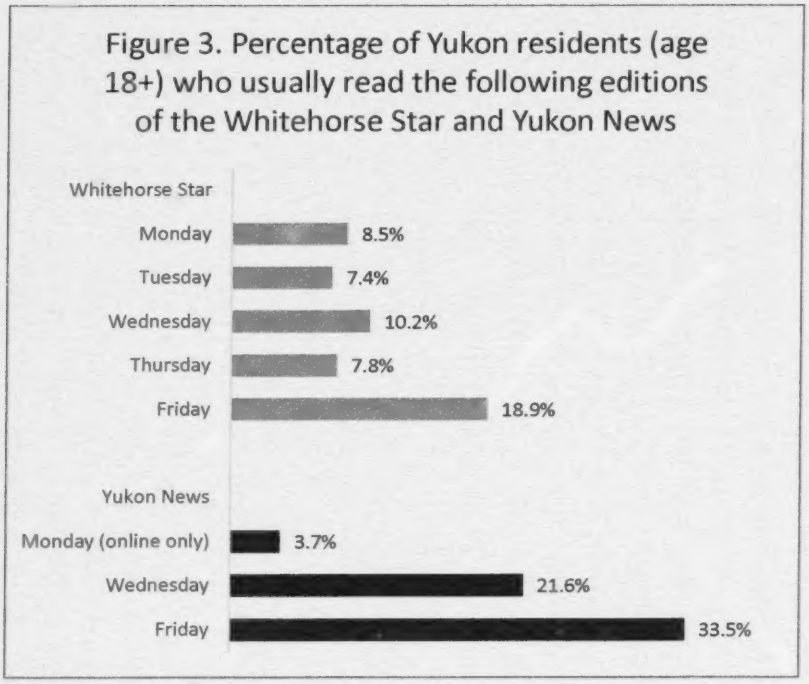
Figure 1. Percentage of Yukon residents (age 18+) who regularly listen to local radio stations, read local newspapers, and watch local television programming
Regularly listen to local radio stations
71.8%
Read Yukon newspapers at least once a week
58.9%
Regularly watch Yukon television programming
15.3%

The print edition of the Yukon News is read by 42% of Yukon residents, while 26% read the print edition of the Whitehorse Star and 22% read the print edition of What's Up Yukon. Nearly everyone reads at least one newspaper, either in the print edition or online (Figure 2).

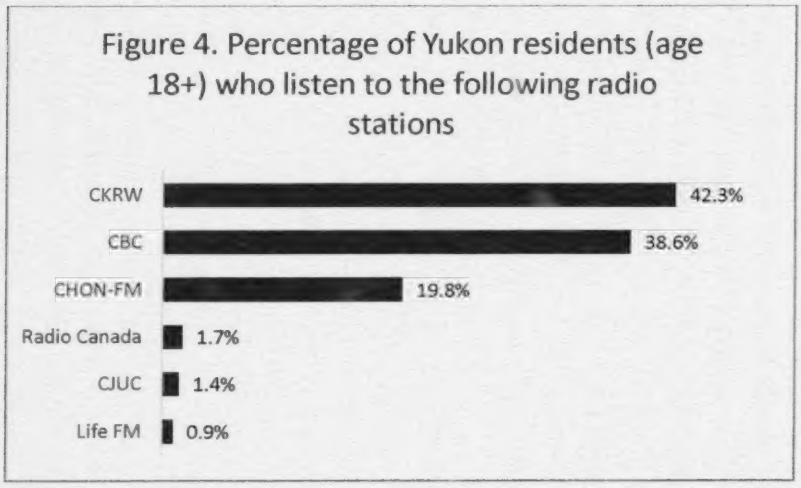
[1] All percentages given in the results section of this report are estimates of the adult Yukon population. Survey responses have been weighted to adjust for the community of residence, age and sex of the respondents.



Yukon residents are most likely to read the Friday edition of the Yukon News (34%) or the Whitehorse Star (19%) (Figure 3). About 22% Yukoners are likely to read the Wednesday edition of the Yukon News.



Those who listen to local radio stations are most likely to listen to CKRW (42%), CBC (39%), or CHON-FM (20%) (Figure 4).



Yukon residents are most likely to listen to the radio between 6 and 9 a.m. (47%) or between 4 and 6 p.m. (Figure 5).

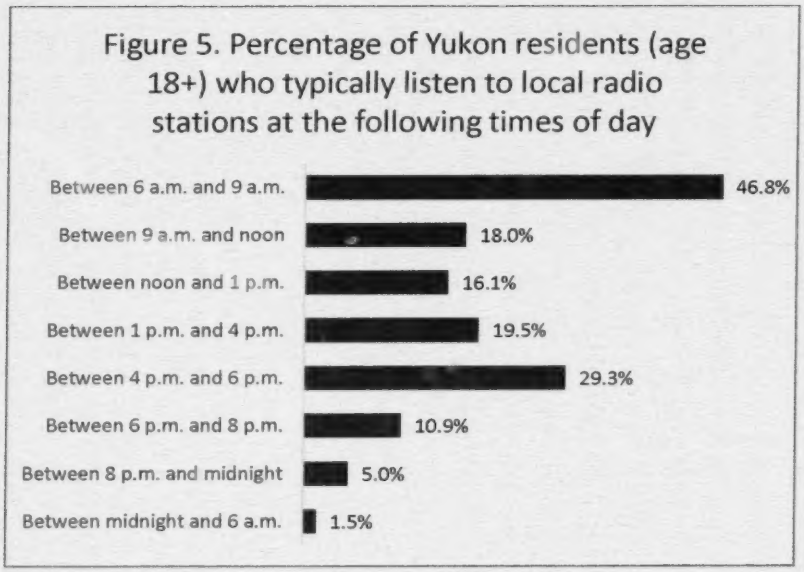
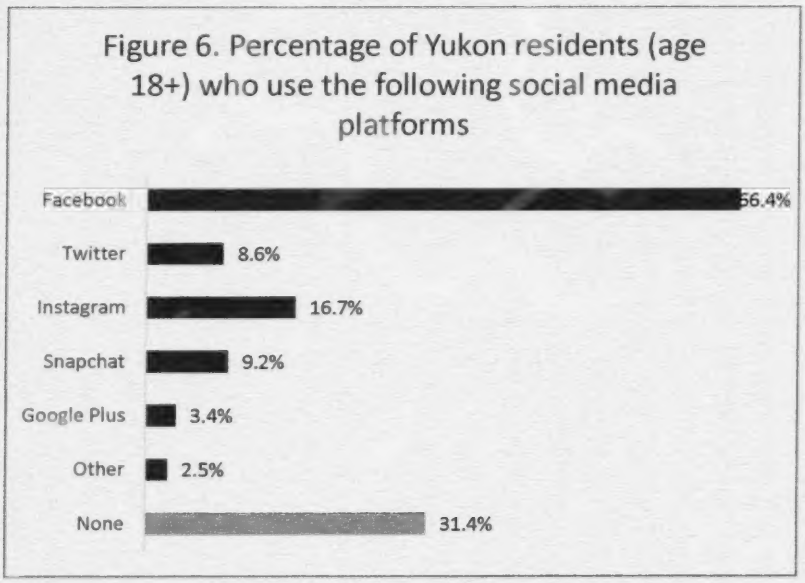


Figure 5. Percentage of Yukon residents (age 18+) who typically listen to local radio stations at the following times of day
Between 6 a.m. and 9 a.m.
46.8%
Between 9 a.m. and noon
18.0%
Between noon and 1 p.m.
16.1%
Between 1 p.m. and 4 p.m.
19.5%
Between 4 p.m. and 6 p.m.
29.3%
Between 6 p.m. and 8 p.m.
10.9%
Between 8 p.m. and midnight
5.0%
Between midnight and 6 a.m.
1.5%

The majority of Yukon residents (69%) use some form of social media. Facebook is most popular by far, and is used by 66% of Yukon residents (Figure 6). The 'other' category includes platforms such as LinkedIn, Reddit and WhatsApp which were mentioned by a small number of respondents; a full list of other responses is included in Appendix A, Question 4.1.



Government information

Respondents were asked how much information about Government of Yukon programs, services and events they generally get from advertisements, articles and interviews from various sources. Seventy-one percent of Yukon residents get 'most' or 'some' of this information by word of mouth, compared with 58% from radio stations, 53% from posters, and 46% from the website of the Government of Yukon (Figure 7). Other popular sources of information are flyers or direct mail (48%), Facebook (41%), and the Yukon News' print edition (37%).

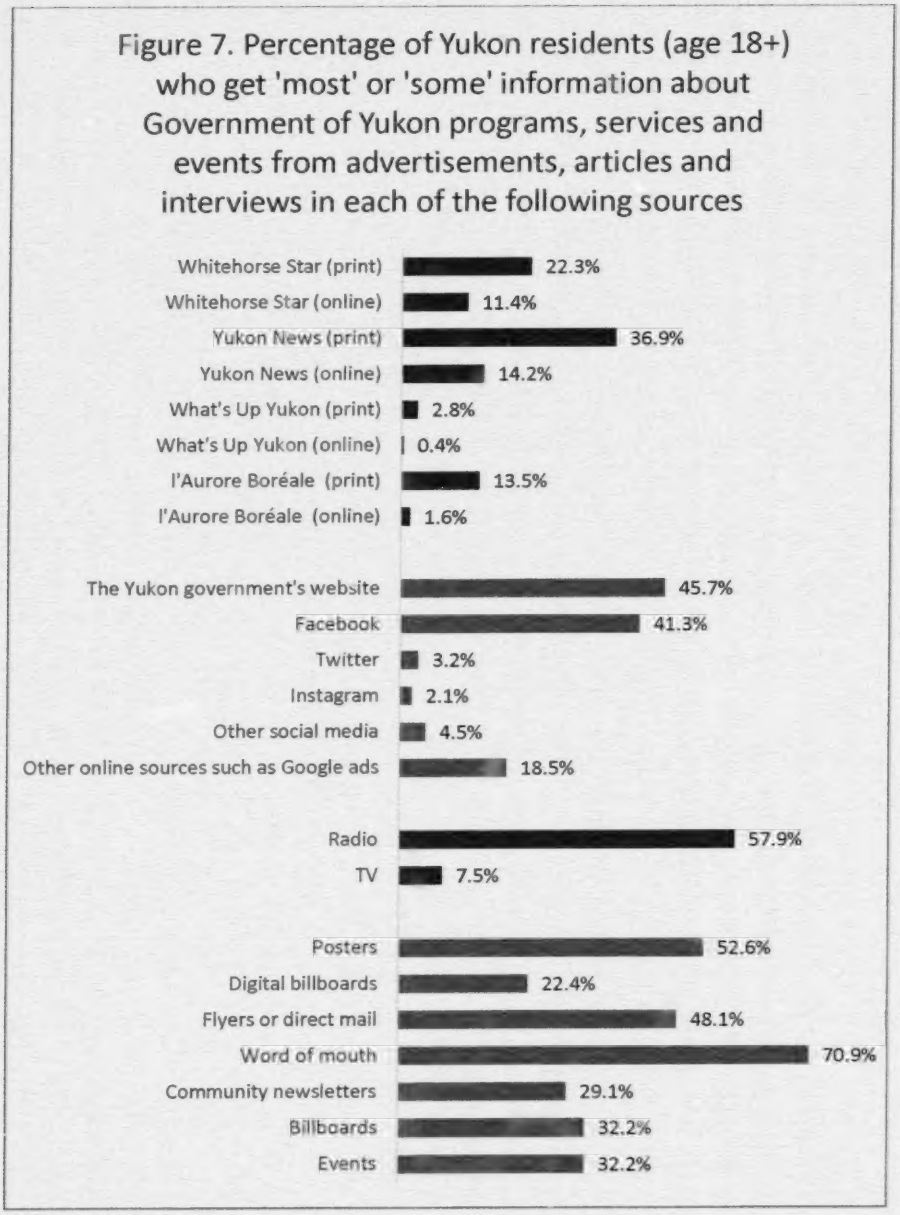
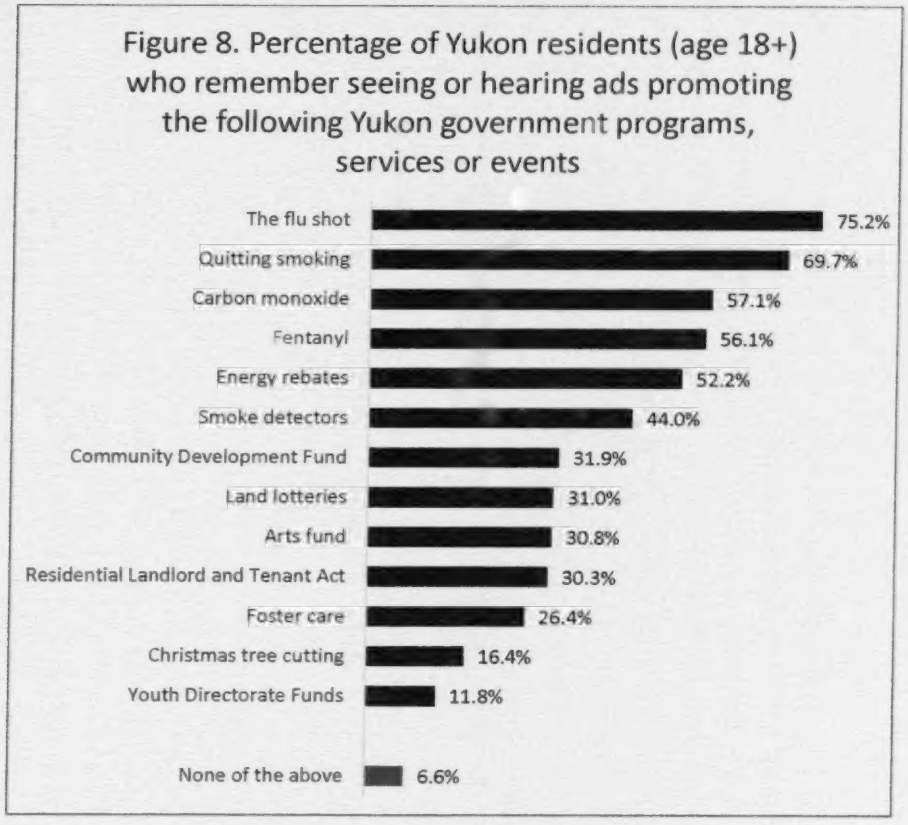


Figure 7. Percentage of Yukon residents (age 18+) who get 'most' or 'some' information about Government of Yukon programs, services and events from advertisements, articles and interviews in each of the following sources
Whitehorse Star (print) 22.3%
Whitehorse Star (online) 11.4%
Yukon News (print) 36.9%
Yukon News (online) 14.2%
What's Up Yukon (print) 2.8%
What's Up Yukon (online) 0.4%
l'Aurore Boréale (print) 13.5%
l'Aurore Boréale (online) 1.6%
The Yukon government's website 45.7%
Facebook 41.3%
Twitter 3.2%
Instagram 2.1%
Other social media 4.5%
Other online sources such as Google ads 18.5%
Radio 57.9%
TV 7.5%
Posters 52.6%
Digital billboards 22.4%
Flyers or direct mail 48.1%
Word of mouth 70.9%
Community newsletters 29.1%
Billboards 32.2%
Events 32.2%

Respondents were asked if they could recall seeing or hearing any ads promoting any of a list of 13 Government of Yukon programs, services and events recently. The majority of Yukon residents have seen or heard an ad about flu shots (75%), quitting smoking (70%), carbon monoxide awareness (57%), fentanyl (56%), or energy rebates (52%). Less than half of all Yukon residents could recall seeing the other ads on the list (Figure 8). A few respondents mentioned other ads which they could recall seeing, such as Vitamin D, home repair loans and grants, and highways information. A full list of the other responses is included in Appendix A, Question 6.



For each of the ads which respondents recalled, they were asked where saw or heard the ads. Their responses varied depending on the ad campaign (Figures 9a through 9d).

Some ads were most often seen in the print edition of a local newspaper (Community Development Fund, energy rebates, quitting smoking, foster care, Residential Landlord and Tenant Act, Arts Fund, land lotteries, and Christmas tree cutting). Health related ads such as Fentanyl, Flu shot, and quitting smoking were most often seen on a poster or billboard. Yukon residents were most likely to have heard ads about Carbon Monoxide and smoke detectors on the radio.

A number of respondents mentioned seeing government ads in other places, such as flyers or newsletters, on social media, on television, or from some other source such as a health clinic or event.

Others said they had learned about the ads through word of mouth. A full list of other places where people saw government ads is included in Appendix A (Question 6.1).

Figure 9a. Percentage of Yukon residents (age 18+) who saw or heard Government of Yukon ads in the following places

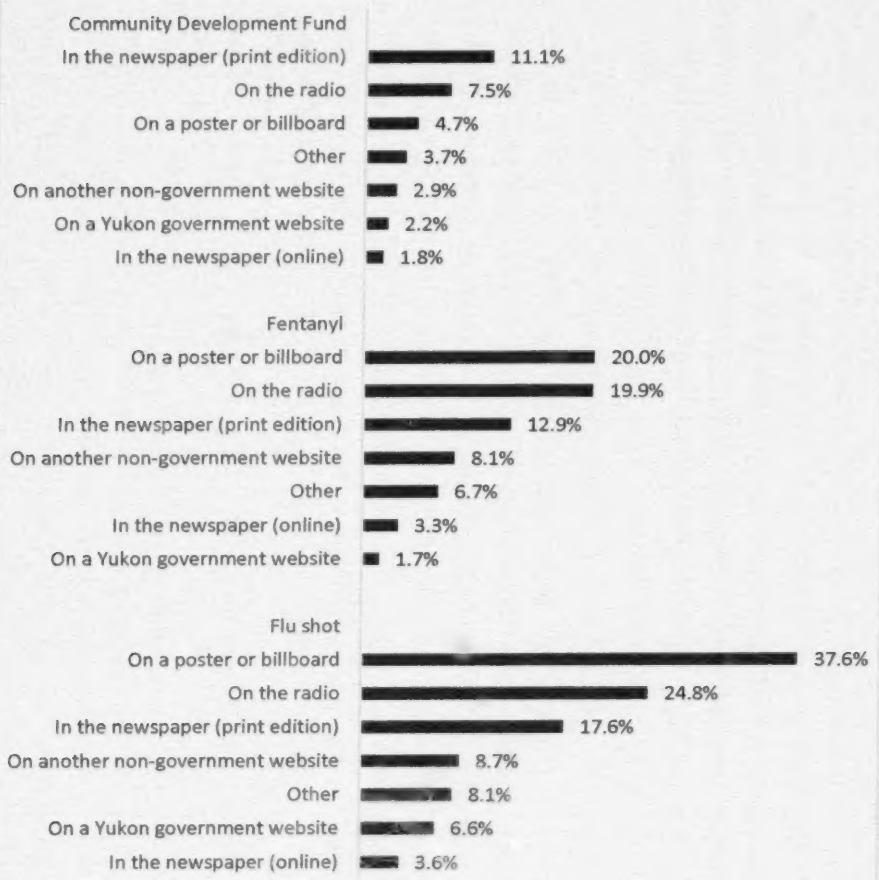

Community Development Fund
In the newspaper (print edition) 11.1%
On the radio 7.5%
On a poster or billboard 4.7%
Other 3.7%
On another non-government website 2.9%
On a Yukon government website 2.2%
In the newspaper (online) 1.8%
Fentanyl
On a poster or billboard 20.0%
On the radio 19.9%
In the newspaper (print edition) 12.9%
On another non-government website 8.1%
Other 6.7%
In the newspaper (online) 3.3%
On a Yukon government website 1.7%
Flu shot
On a poster or billboard 37.6%
On the radio 24.8%
In the newspaper (print edition) 17.6%
On another non-government website 8.7%
Other 8.1%
On a Yukon government website 6.6%
In the newspaper (online) 3.6%

Figure 9b. Percentage of Yukon residents (age 18+) who saw or heard Government of Yukon ads in the following places

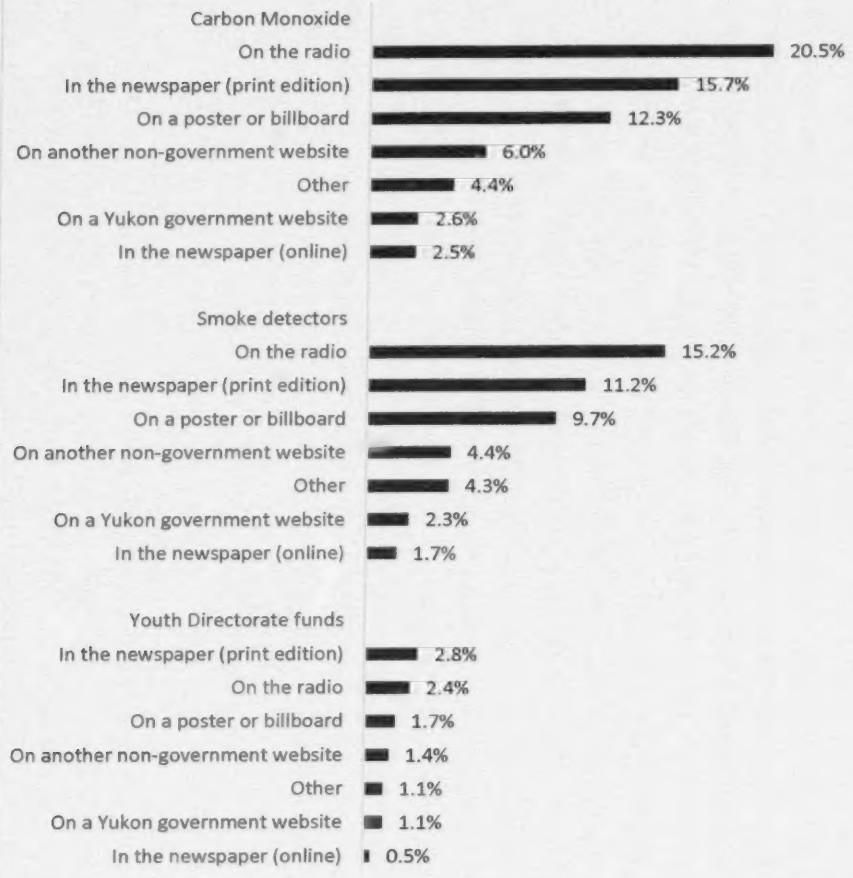

Carbon Monoxide
On the radio 20.5%
In the newspaper (print edition) 15.7%
On a poster or billboard 12.3%
On another non-government website 6.0%
Other 4.4%
On a Yukon government website 2.6%
In the newspaper (online) 2.5%
Smoke detectors
On the radio 15.2%
In the newspaper (print edition) 11.2%
On a poster or billboard 9.7%
On another non-government website 4.4%
Other 4.3%
On a Yukon government website 2.3%
In the newspaper (online) 1.7%
Youth Directorate funds
In the newspaper (print edition) 2.8%
On the radio 2.4%
On a poster or billboard 1.7%
On another non-government website 1.4%
Other 1.1%
On a Yukon government website 1.1%
In the newspaper (online) 0.5%

Figure 9c. Percentage of Yukon residents (age 18+) who saw or heard Government of Yukon ads in the following places

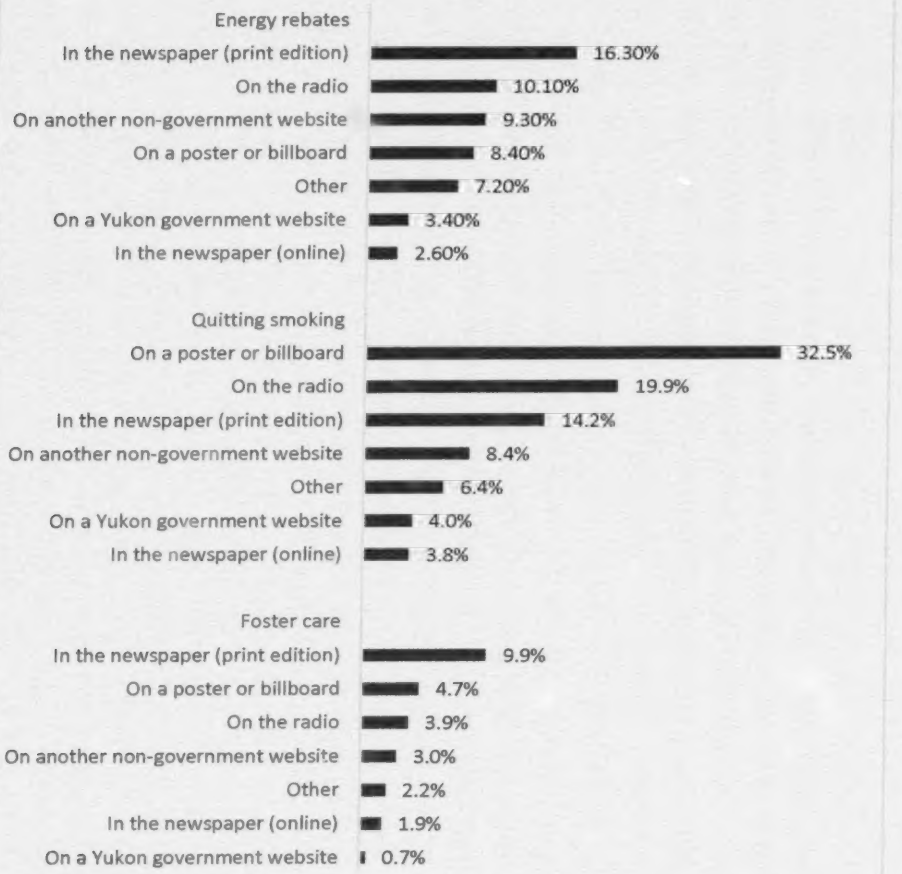
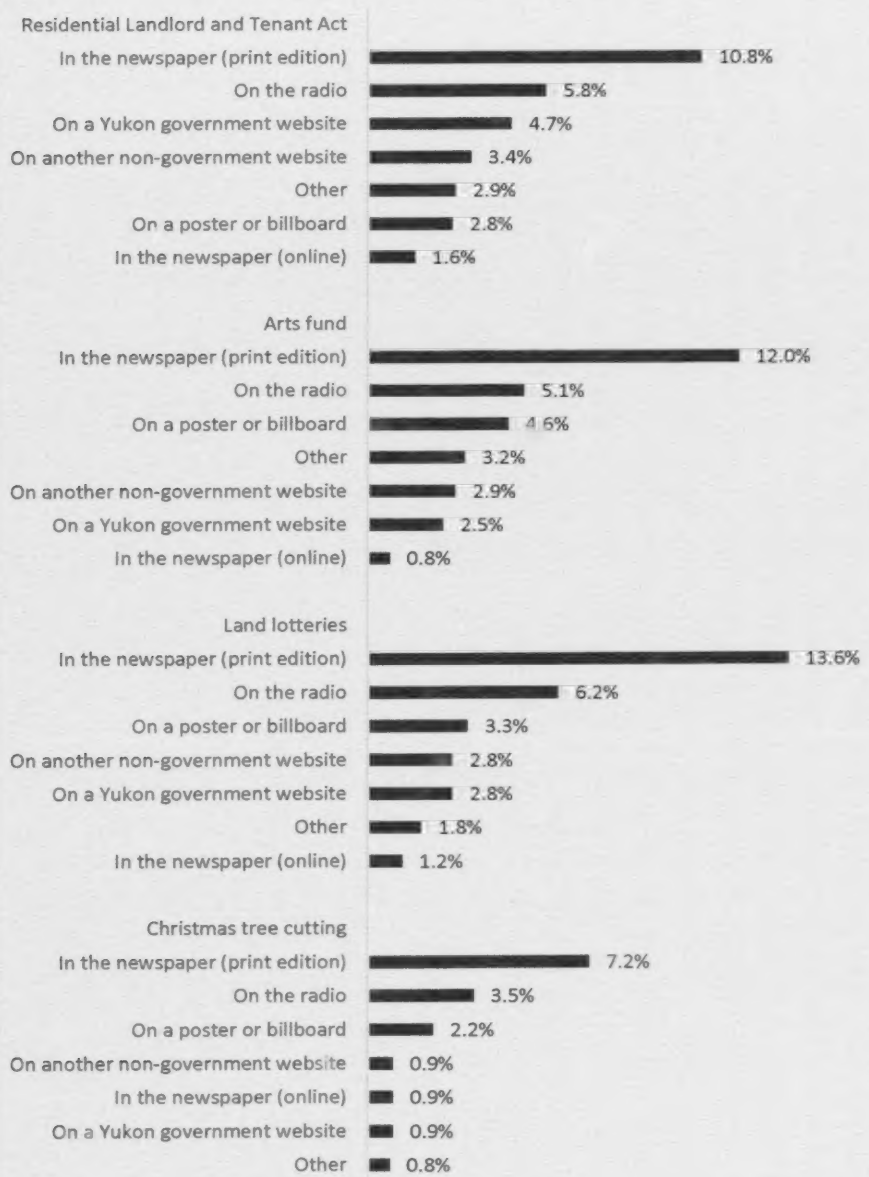
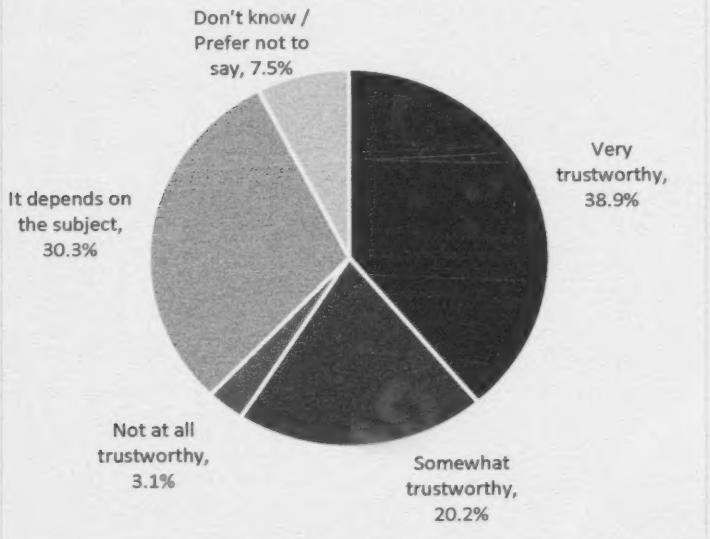

Energy rebates
In the newspaper (print edition) 16.30%
On the radio 10.10%
On another non-government website 9.30%
On a poster or billboard 8.40%
Other 7.20%
On a Yukon government website 3.40%
In the newspaper (online) 2.60%
Quitting smoking
On a poster or billboard 32.5%
On the radio 19.9%
In the newspaper (print edition) 14.2%
On another non-government website 8.4%
Other 6.4%
On a Yukon government website 4.0%
In the newspaper (online) 3.8%
Foster care
In the newspaper (print edition) 9.9%
On a poster or billboard 4.7%
On the radio 3.9%
On another non-government website 3.0%
Other 2.2%
In the newspaper (online) 1.9%
On a Yukon government website 0.7%

Figure 9d. Percentage of Yukon residents (age 18+) who saw or heard Government of Yukon ads in the following places


Residential Landlord and Tenant Act
In the newspaper (print edition) 10.8%
On the radio 5.8%
On a Yukon government website 4.7%
On another non-government website 3.4%
Other 2.9%
On a poster or billboard 2.8%
In the newspaper (online) 1.6%
Arts fund
In the newspaper (print edition) 12.0%
On the radio 5.1%
On a poster or billboard 4.6%
Other 3.2%
On another non-government website 2.9%
On a Yukon government website 2.5%
In the newspaper (online) 0.8%
Land lotteries
In the newspaper (print edition) 13.6%
On the radio 6.2%
On a poster or billboard 3.3%
On another non-government website 2.8%
On a Yukon government website 2.8%
Other 1.8%
In the newspaper (online) 1.2%
Christmas tree cutting
In the newspaper (print edition) 7.2%
On the radio 3.5%
On a poster or billboard 2.2%
On another non-government website 0.9%
In the newspaper (online) 0.9%
On a Yukon government website 0.9%
Other 0.8%

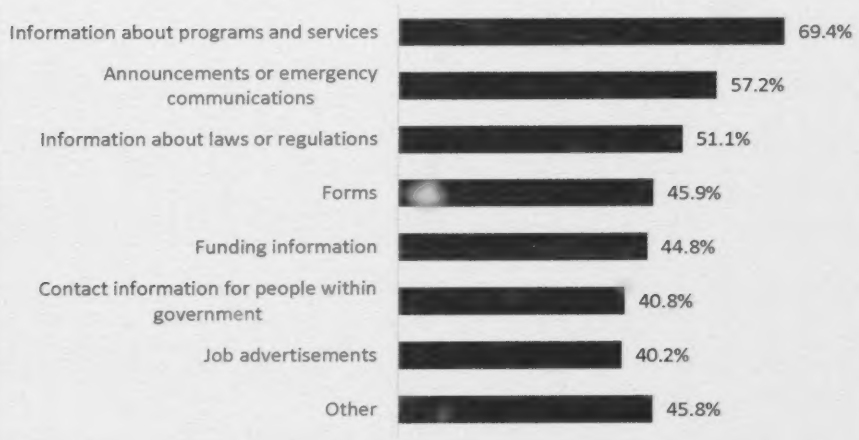
Thirty-nine percent of Yukon residents consider the information they see in Yukon government ads to be 'very trustworthy', 20% say it is 'somewhat trustworthy', while 30% say it depends on the subject (Figure 10).

Figure 10. How trustworthy do you consider the information you see in Yukon government ads? Percentage of Yukon residents (age 18+)


Don't know / Prefer not to say, 7.5%
Very trustworthy, 38.9%
It depends on the subject, 30.3%
Not at all trustworthy, 3.1%
Somewhat trustworthy, 20.2%

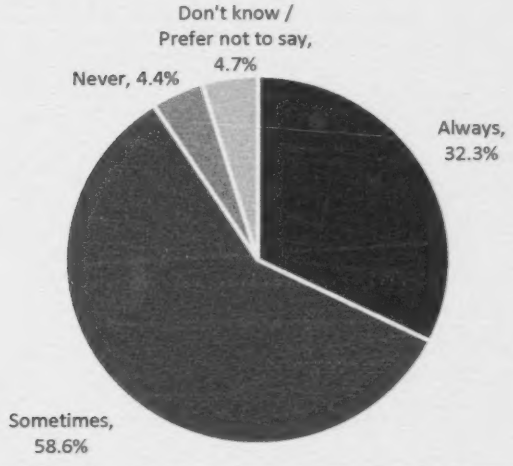
Respondents were asked what types of information they typically require from the Yukon government. Most are looking for information about programs and services (69%), followed by announcements or emergency communications (57%) and information about laws or regulations (51%) (Figure 11). The 'other' category included government tenders, health and social services information, seniors' services, and a wide range of other topics. A full list of other responses is included in Appendix A, Question 8.

Figure 11. What types of information do you typically require from the Yukon government? Percentage of Yukon residents (age 18+)



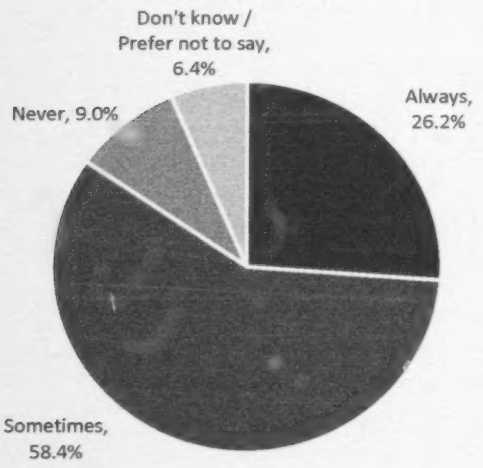
Most Yukon residents find Yukon government information 'always' (32%) or 'sometimes' (59%) easy to understand (Figure 12).

Figure 12. Overall, do you find Yukon government information easy to understand? Percentage of Yukon residents (age 18+)



When it comes to finding Yukon government information, most Yukon residents find it 'always' (26%) or 'sometimes' (58%) easy to find (Figure 13).

Figure 13. Overall, do you find Yukon government information easy to find? Percentage of Yukon residents (age 18+)



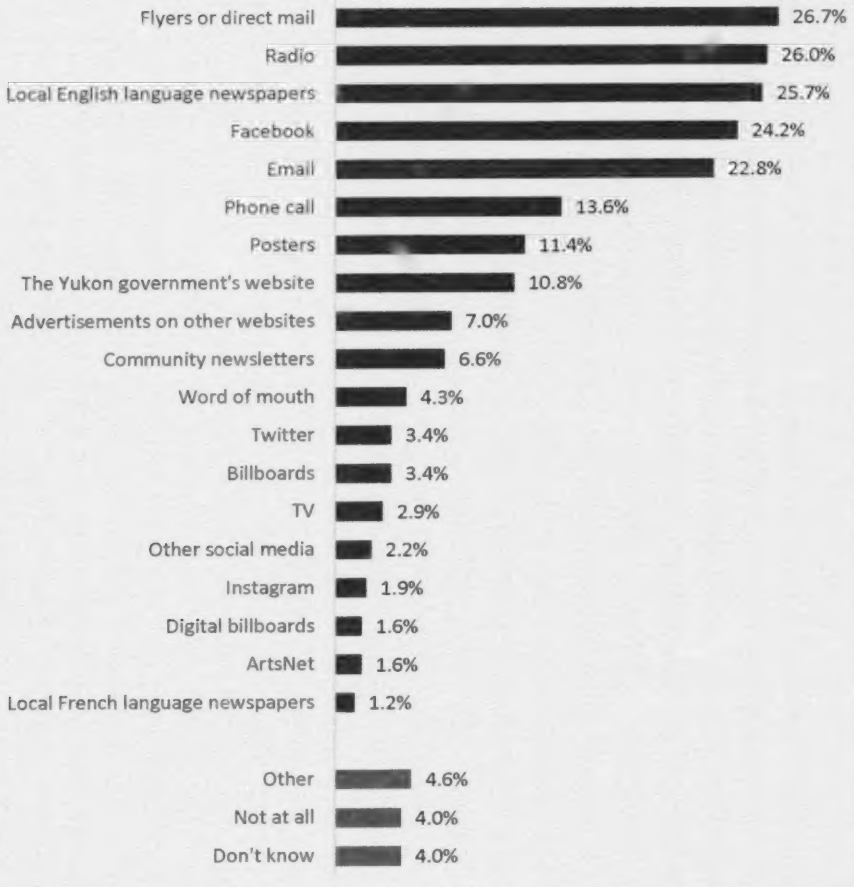
Ninety-four percent of Yukon residents prefer to get information about Yukon government programs, services and events in English, while one percent prefer French, and four percent have no preference between English and French. Most of the remaining respondents who expressed a language preference said they would like to receive that information in both English and French; a very small number of respondents indicated other preferences (Tagalog, American Sign Language, Yukon native languages, and Russian).

Public engagement

Respondents were asked, "If the Yukon government was asking for public opinion on a certain subject or issue, such as off-road vehicle usage or hunting regulations, how would you like to find out about opportunity to have your say?" They were allowed to give multiple responses.

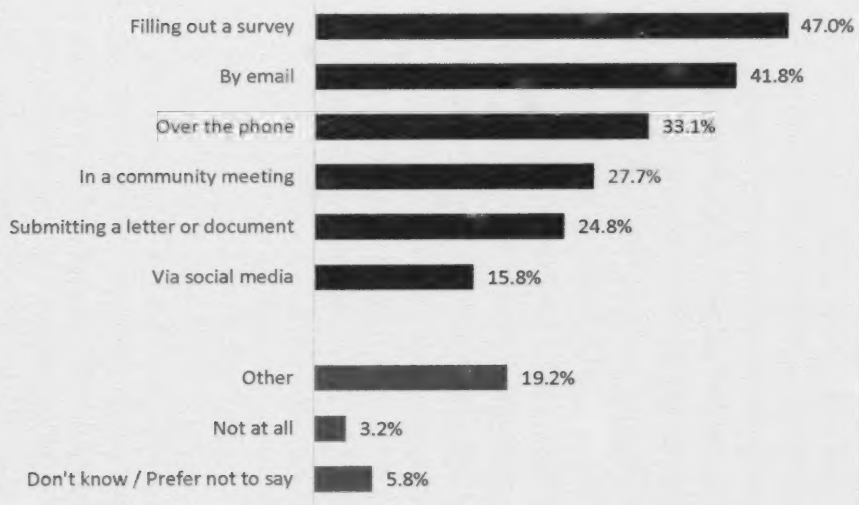
Flyers or direct mail (27%), radio (26%), local English language newspapers (26%), Facebook (24%) and email (23%) were the most popular options (Figure 14). The 'other' category included options such as a community meeting or forum, an online survey, door to door canvassing, a text message, and various other means of communication. A full list of the other responses is included in Appendix A, Question 12.

Figure 14. How Yukon residents (age 18+) would like to find out about opportunities to share their views if the Yukon government is seeking their opinion on a topic or issue



Respondents were asked, "If you wanted to participate when the Yukon government is looking for your input, how would you prefer to share your views?" Filling out a survey was the most popular option (47%), followed by email (42%) and over the phone (33%) (Figure 15). The 'other' category includes options such as: in person with government officials, door-to-door canvassing and through direct mail (paper survey). A full list of 'other' responses is included in Appendix A, Question 13.

Figure 15. How Yukon residents (age 18+) prefer to share their views when the Yukon government is looking for their input



D. Web Survey Results

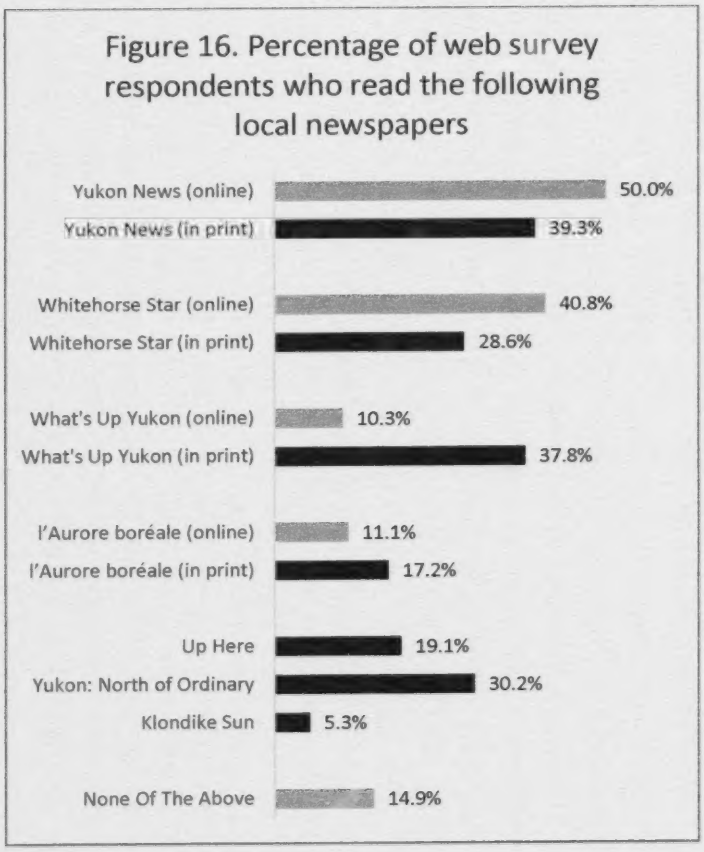
There were 272 respondents to the web survey. As respondents were self-selected to participate in the survey, the response is biased towards those with a particular interest in the survey topic. The web survey results must be interpreted with caution and are not generalizable beyond the survey respondents.

Use of local media

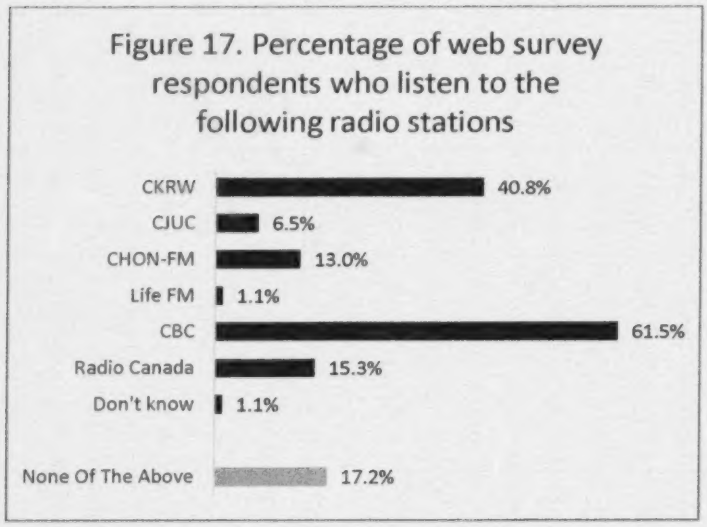
Respondents were asked identify the types of local media they read, view or listen to regularly. The checklists were intended to be representative of the main local media options, but they was not comprehensive. As some types of local media were not mentioned, they cannot be reported on here.

Web survey respondents are more likely to read the Yukon News and Whitehorse Star online, rather than reading the print edition of those newspapers. However, they are more likely to read What's Up Yukon or l'Aurore boréale in print, rather than online (Figure 16).

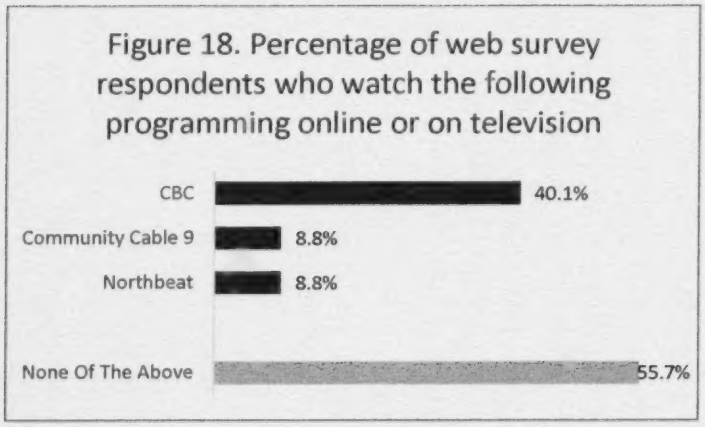
Figure 16. Percentage of web survey respondents who read the following local newspapers



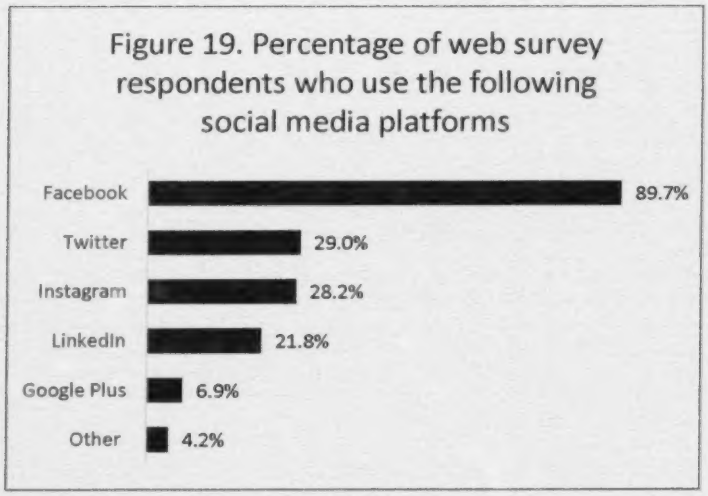
Sixty-two percent of the web survey respondents listen to CBC Radio, while 41% listen to CKRW (Figure 17).



Forty percent of the web survey respondents watch CBC programming online or on television, while 9% watch Community Cable 9 or Northbeat (Figure 18).

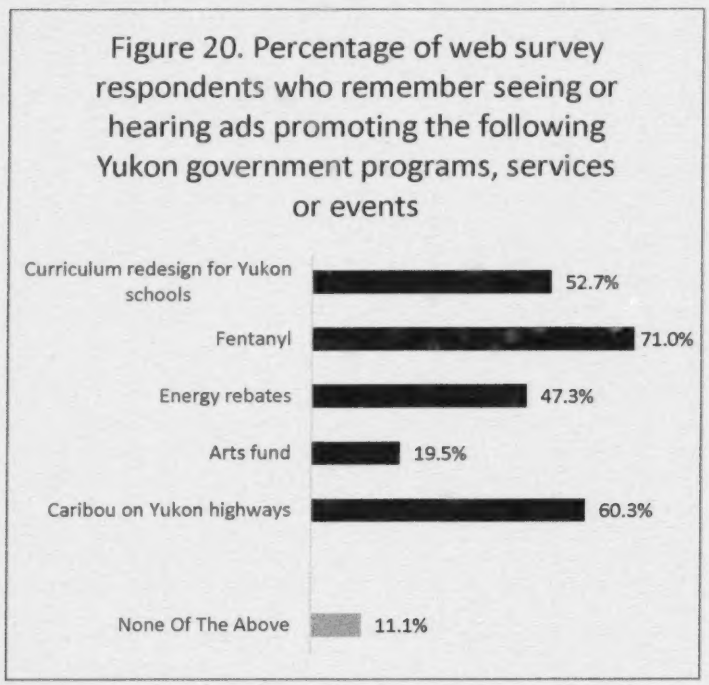


Ninety percent of the web survey respondents use Facebook, while 29% use Twitter, 28% use Instagram, and 22% use LinkedIn (Figure 19). Six percent of the web survey respondents said they don't use social media. Other popular sources of government information include: word of mouth (73%), posters (52%), the Government of Yukon website (44%), flyers or direct mail (32%), and events such as Fireweed Market, trade shows, and festivals (27%).



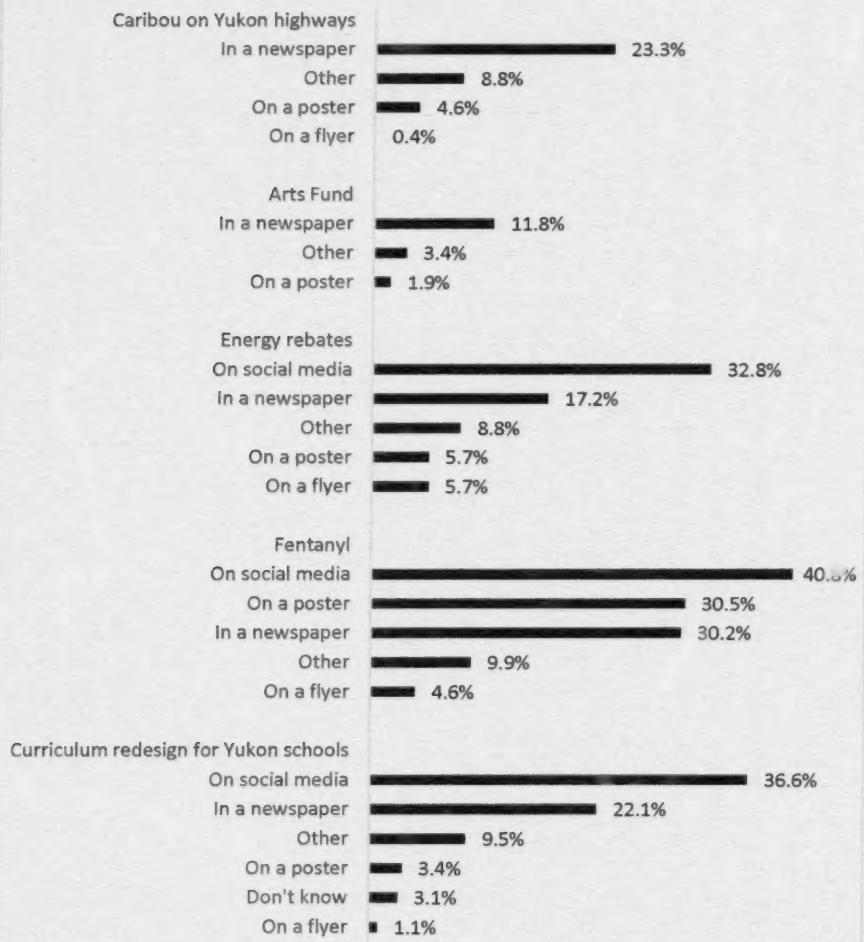
Government information

Seventy-one percent of the web survey respondents recalled seeing or hearing ads about fentanyl, while the majority could remember seeing ads about caribou on Yukon highways (60%) and curriculum redesign for Yukon schools (53%) (Figure 20).



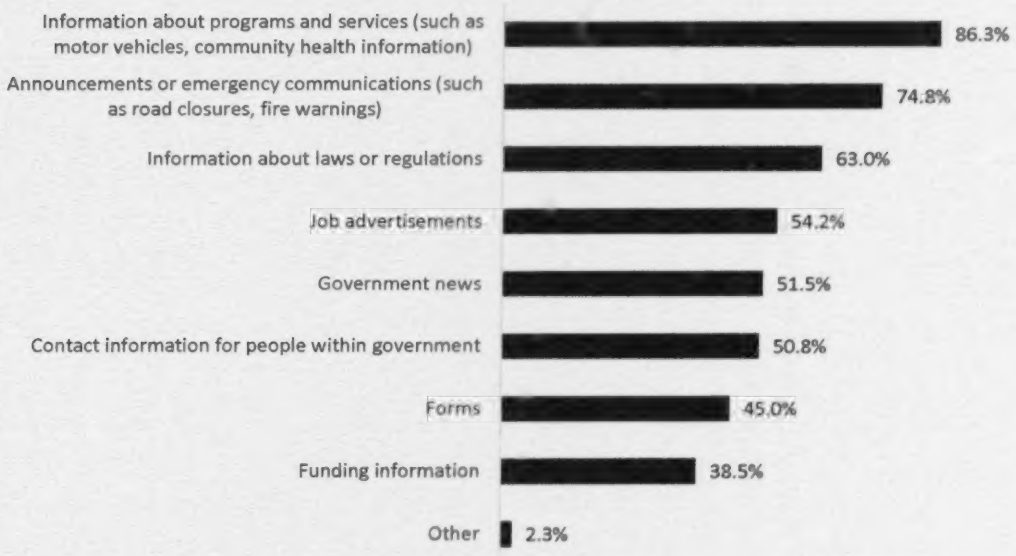
Web survey respondents were most likely to have seen ads about caribou on Yukon highways or about the Arts fund in a newspaper. They were most likely to have seen the other listed ads on social media (Figure 21).

Figure 21. Percentage of web survey respondents who saw or heard Government of Yukon ads in the following places



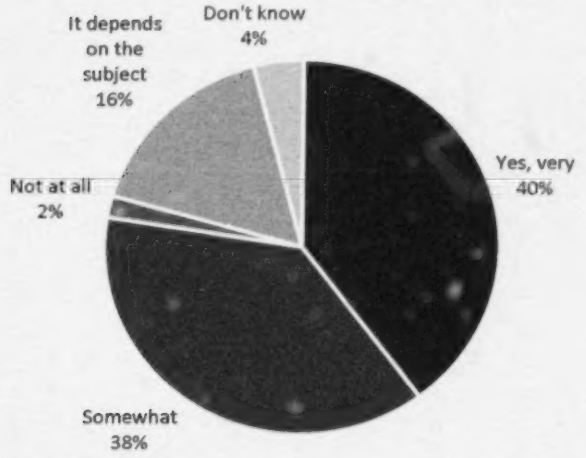
When asked what types of information they typically require from the Yukon government, web survey respondents were most likely to say they required information about programs and services (86%), announcement or emergency communications (75%), information about laws or regulations (63%), or job advertisements (54%) (Figure 22).

Figure 22. What types of information do you typically require from the Yukon government? Percent of web survey respondents



Most of the web survey respondents consider Government of Yukon information to be very trustworthy (40%) or somewhat trustworthy (38%) (Figure 23).

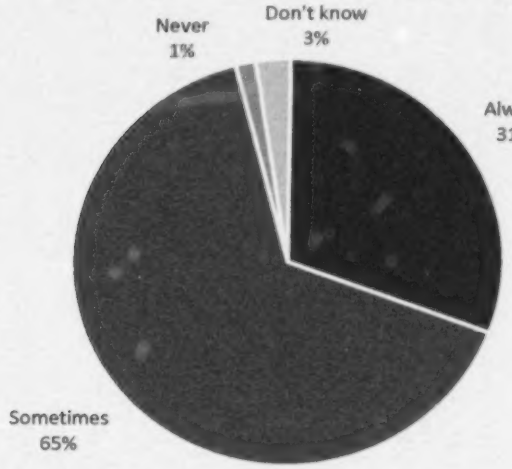
Figure 23. Do you consider Government of Yukon information trustworthy? Percentage of web survey respondents



When asked why they did not consider Government of Yukon information to be trustworthy, they said it is because Government of Yukon information is biased or has a political spin (15%), is often incomplete or inconsistent (12%), or is often out of date (2%).

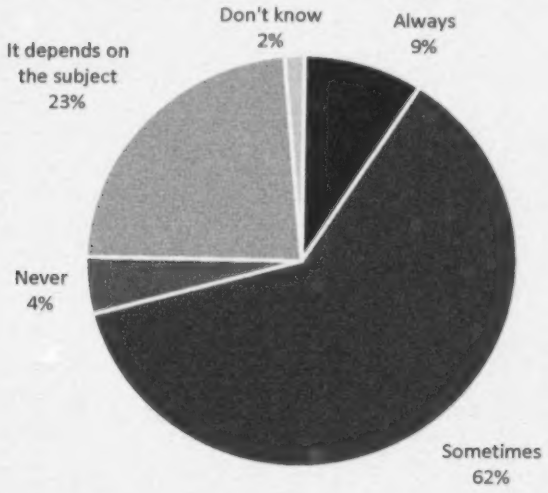
Most of the web survey respondents find Government of Yukon information easy to understand all the time (31%) or sometimes (65%) (Figure 24).

Figure 24. Do you find Government of Yukon information easy to understand? Percentage of web survey respondents



While 9% of the web survey respondents said they 'always' find it easy to find information from the Government of Yukon, 62% said they 'sometimes' find it easy, and 23% said it depends on the subject (Figure 25).

Figure 25. Is it easy to find information from the Government of Yukon? Percentage of web survey respondents



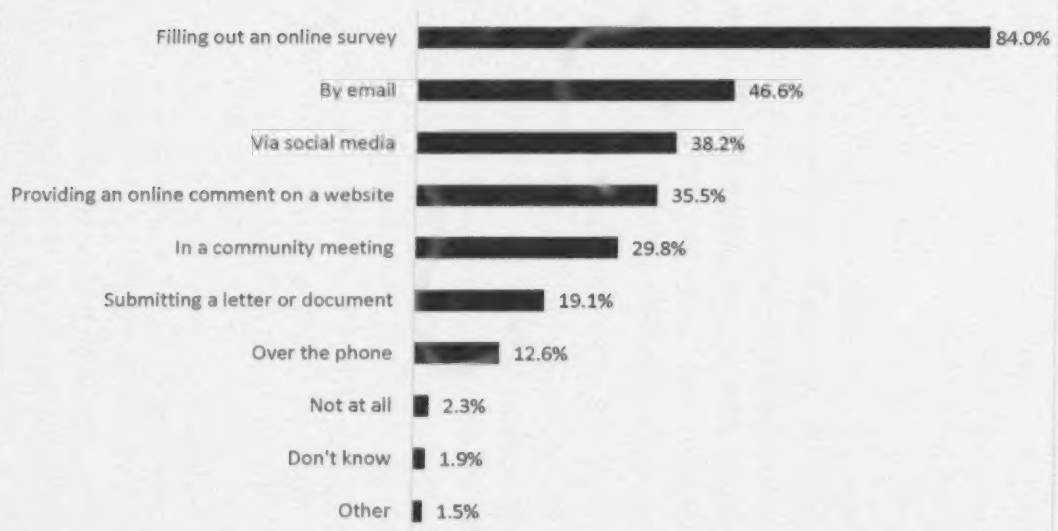
Public engagement

Web survey respondents were asked how the Government of Yukon can better inform them about its programs, services and funds. The most popular answer was website improvements (17%), followed by social media (6%) and various outreach activities such as door to door, community visits, digital newsletters etc. (3%). The full list of response themes can be found in Appendix B, Question 11.

Eighty percent of the web survey respondents said they prefer to get Government of Yukon information in English, 14% said they prefer to get it in French, and 7% said they have no preference between English and French.

When asked how they would like to share their views with the Government of Yukon on a certain topic or issue, the web survey respondents were overwhelmingly in favour of online surveys (84%), followed by email (47%), social media (38%), and online comments on a website (36%) (Figure 26).

Figure 26. If the Government of Yukon wanted to know your opinion on a certain subject or issue, how would you like to share your views? Percentage of web survey respondents



The web survey respondents said the Government of Yukon could improve the way it does public consultation by: making consultations more accessible, using multiple methods and incentives (13%); listening to what people say and reporting back on what was heard (5%); using online and social media channels (3%), restricting participation of outsiders and special interest groups, and ensuring fair representation of Yukoners (2%). The full list of response themes can be found in Appendix B, Question 14.

E. Comparing the Household Survey and Web Survey Results

Some of the web survey questions were phrased differently from the phone survey, so the results are not directly comparable. However, the following general observations can be made about the responses to the two surveys.

- Phone survey responses have been weighted to generate estimates of the general population of Yukon adults (18+). We cannot generalize from the web survey responses as the respondents were self-selected to complete the survey and there is no way to ensure randomness.
- Web survey respondents are much more likely than the general population to read local newspapers online (e.g. Yukon News online = 18% of the general population; 50% of web survey respondents).
- Web survey respondents are more likely to listen to CBC Radio (62%) or Radio Canada (15%) than the general population (CBC = 39%; Radio Canada = 2%). They are somewhat less likely to listen to CHON-FM (13% vs. 20% of the general population). A similar percentage listens to CKRW (41% vs. 42% of the general population).
- Web survey respondents are more likely to use social media (94%) than the general population (69%). Ninety percent of the web survey respondents use Facebook, compared to 66% of the general population.
- Web survey respondents were more likely to say they saw specific government ads on social media than the general population. However, differences in the wording of the questions between the two surveys make it difficult to compare.
- Thirty-one percent of the web survey respondents and 32% of the general population find Yukon government information 'always' easy to understand.
- Nine percent of the web survey respondents and 26% of the general population find Yukon government information 'always' easy to find.
- Forty percent of the web survey respondents and 39% of the general population find Yukon government information 'very' trustworthy.

Appendix A. Household Phone Survey Frequency Tables

Note: Unless otherwise stated, all values are weighted estimates of the Yukon population age 18+.

Q1. Do you read any Yukon newspapers, community newsletters or magazines regularly, either online or in the print edition, at least once a week? (eg. Yukon News, Whitehorse Star, l'Aurore Boréale)

	Frequency	Percent
Yes	18095	58.87
No	12643	41.13
Total	30737	100.00

Q 1.1. Which of the following do you read?

	Frequency	Percent of total	Percent of Newspaper readers
Whitehorse Star, print edition	7913	25.75	43.73
Whitehorse Star, online	4608	14.99	25.47
Yukon News, print edition	12852	41.81	71.03
Yukon News, online	5666	18.43	31.31
l'Aurore Boréale, print edition	1251	4.07	6.91
l'Aurore Boréale, online	128	0.42	0.71
What's Up Yukon, print edition	6887	22.41	38.06
What's Up Yukon, online	880	2.86	4.86
Up Here, print edition	4514	14.68	24.94
Up Here, online	464	1.51	2.56
Klondike Sun	1391	4.52	7.68
Yukon: North of Ordinary	4590	14.93	25.37
None of the above	128	0.42	0.71

Q 1.2. (If Whitehorse Star, print edition = Yes) Which editions of the Whitehorse Star do you usually read (which days of the week)?

	Frequency	Percent of total	Percent of Whitehorse Star readers
Monday	2606	8.48	32.93
Tuesday	2277	7.41	28.78
Wednesday	3123	10.16	39.47
Thursday	2403	7.82	30.37
Friday	5810	18.90	73.42

Q1.3. (If Yukon News, print edition = Yes) Which editions of the Yukon News do you usually read (which days of the week)?

	Frequency	Percent of total	Percent of Yukon News readers
Monday (online only)	1148	3.73	8.93
Wednesday	6644	21.62	51.70
Friday	10301	33.51	80.15

Q2. Do you regularly listen to any local radio stations, such as CKRW, CHON-FM or CBC?

	Frequency	Percent
Yes	22059	71.77
No	8678	28.23

Q2.1. (If Q2 = yes) Which radio stations do you listen to?

	Frequency	Percent of total	Percent of radio listeners
CKRW	13005	42.31	58.96
CJUC	441	1.43	2.00
CHON-FM	6089	19.81	27.60
Life FM	266	0.86	1.20
CBC	11849	38.55	53.71
Radio Canada	515	1.68	2.34

Q2.2. (If Q2 = yes) What times of day do you typically listen to the radio?

	Frequency	Percent of total	Percent of radio listeners
Between 6 a.m. and 9 a.m.	14389	46.81	65.23
Between 9 a.m. and noon	5540	18.02	25.11
Between noon and 1 p.m.	4937	16.06	22.38
Between 1 p.m. and 4 p.m.	6005	19.54	27.22
Between 4 p.m. and 6 p.m.	9007	29.30	40.83
Between 6 p.m. and 8 p.m.	3346	10.89	15.17
Between 8 p.m. and midnight	1546	5.03	7.01
Between midnight and 6 a.m.	455	1.48	2.06
Don't know	2698	8.78	12.23

Q3. Do you watch any Yukon television programming regularly, such as: CBC TV, Community Cable 9, or Northbeat?

	Frequency	Percent
Yes	4696	15.28
No	26001	84.59
Not sure	41	0.13

Q4. Which social media platforms do you use?

	Frequency	Percent
Facebook	20419	66.43
Twitter	2630	8.56
Instagram	5135	16.70
Snapchat	2835	9.22
Google Plus	1053	3.43
Other	774	2.52
None	9637	31.35

Other responses (unweighted)	Frequency
LinkedIn	9
Reddit	5
WhatsApp	4
PalTalk	1
HangOut	1
Wechat (Chinese Social Media)	1
fubar	1
Pinterest	1
Personal Youtube channel	1

Q5. Generally speaking, how much information about Government of Yukon's programs, services and events do you get from advertisements, articles and interviews in each of the following sources?

	Most		Some		None	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yukon News (print)	2149	6.99	4707	15.31	23594	76.76
Yukon News (online)	439	1.43	3078	10.01	27148	88.32
Whitehorse Star (print)	3305	10.75	8024	26.10	18866	61.38
Whitehorse Star (online)	659	2.14	3719	12.10	26211	85.27
What's Up Yukon (print)	149	0.48	713	2.32	29875	97.20
What's Up Yukon (online)	0	0.00	117	0.38	30620	99.62
l'Aurore Boréale (print)	551	1.79	3609	11.74	26397	85.88
l'Aurore Boréale (online)	72	0.23	430	1.40	30223	98.33
The Yukon government's website	4993	16.24	9050	29.44	16252	52.87
Facebook	2333	7.59	10361	33.71	17928	58.33
Twitter	261	0.85	722	2.35	29754	96.80
Instagram	41	0.13	596	1.94	30072	97.83
Other social media	241	0.78	1148	3.73	29018	94.41
Other online sources such as Google ads	484	1.57	5209	16.95	24633	80.14
Radio	3681	11.98	14119	45.93	12409	40.37
TV	239	0.78	2063	6.71	28368	92.29
Posters	1222	3.97	14940	48.61	14081	45.81
Digital billboards	470	1.53	6422	20.89	23312	75.84
Flyers or direct mail	1049	3.41	13745	44.72	15372	50.01
Word of mouth	4023	13.09	17773	57.82	8417	27.38
Community newsletters	563	1.83	8379	27.26	20988	68.28
Billboards	542	1.76	9358	30.44	20347	66.20
Events	785	2.55	9099	29.60	20356	66.23

Q6. Can you recall seeing or hearing any ads promoting the following Government of Yukon programs, services or events recently?

	Frequency	Percent
The flu shot	23105	75.17
Fentanyl	17233	56.07
Community Development Fund	9794	31.86
Youth Directorate Funds	3632	11.81
Smoke detectors	13523	43.99
Carbon monoxide	17550	57.10
Foster care	8114	26.40
Quitting smoking	21416	69.67
Energy rebates	16047	52.21
Christmas tree cutting	5033	16.38
Land lotteries	9542	31.04
Arts fund	9470	30.81
Residential Landlord and Tenant Act	9322	30.33
Other	1217	3.96
None of the above	2036	6.62

Other responses (unweighted)	Frequency
Vitamin D	9
Yukon Housing Corporation / Home repair loans and grants	6
Highways info / Caribou on highway / Winter driving /Rules of the road	4
Colon Cancer Prevention	3
Health and Social Services / Alcohol and pregnancy / Health promotion	3
Hazardous waste / Waste management	2
Land Use Planning / Subdivisions	2
Radon	2
Seniors' housing info	2
WCB accident prevention	2
Yukon Tourism	2
Agricultural land info	1
Boards and Committeees	1
Changing Child Support Payments	1
Expenses to Home Care Program	1
Government Tenders	1
Home Owner's Grant	1
Hospital Foundation	1
Lake Trout Limit - Changes in Regulations	1
Swear-in Ceremonies for New Leadership	1
Yukon Elections	1

Q6.1. Where did you see or hear the ad about the flu shot?

	Frequency	Percent
On a Yukon government website	2036	6.62
In the newspaper (print edition)	5407	17.59
In the newspaper (online)	1094	3.56
On another non-government website	2669	8.68
On a poster or billboard	11561	37.61
On the radio	7630	24.82
Other	2489	8.10

Other responses (unweighted)	Frequency
Health centre / hospital / medical clinic	29
Flyer or newsletter	24
Social media	17
Word of mouth	15
Email	10
TV	5
At work	5
Other public space (library, College, etc.)	4

Q6.2. Where did you see or hear the ad about fentanyl?

	Frequency	Percent
On a Yukon government website	524	1.71
In the newspaper (print edition)	3971	12.92
In the newspaper (online)	1015	3.30
On another non-government website	2477	8.06
On a poster or billboard	6163	20.05
On the radio	6122	19.92
Other	2061	6.71

Other responses (unweighted)	Frequency
TV	39
Social media	14
Word of mouth	7
At work	7
Health centre / medical clinic	5
Flyer or newsletter	4
Email	2
Other publication or event	2

Q6.3. Where did you see or hear the ad about the Community Development Fund?

	Frequency	Percent
On a Yukon government website	675	2.20
In the newspaper (print edition)	3404	11.08
In the newspaper (online)	569	1.85
On another non-government website	900	2.93
On a poster or billboard	1433	4.66
On the radio	2304	7.50
Other	1143	3.72

Other responses (unweighted)	Frequency
Word of mouth	16
Flyer	15
Social media	6
Email	5
TV	4
At work	4
Other public space or presentation	3

Q6.4. Where did you see or hear the ad about Youth Directorate funds?

	Frequency	Percent
On a Yukon government website	344	1.12
In the newspaper (print edition)	873	2.84
In the newspaper (online)	155	0.51
On another non-government website	430	1.40
On a poster or billboard	513	1.67
On the radio	736	2.39
Other	340	1.11

Other responses (unweighted)	Frequency
Email	4
Word of mouth	4
Social media	4
Flyer	3
TV	2
Other public place	1
At work	1

Q6.5. Where did you see or hear the ad about smoke detectors?

	Frequency	Percent
On a Yukon government website	720	2.34
In the newspaper (print edition)	3440	11.19
In the newspaper (online)	513	1.67
On another non-government website	1343	4.37
On a poster or billboard	2972	9.67
On the radio	4676	15.21
Other	1310	4.26

Other responses (unweighted)	Frequency
Flyer, newsletter or fridge magnet	16
TV	10
Word of mouth	8
Social media	7
At work	4
Other public space (FN office; bus)	3
Email	2

Q6.6. Where did you see or hear the ad about Carbon Monoxide?

	Frequency	Percent
On a Yukon government website	792	2.58
In the newspaper (print edition)	4822	15.69
In the newspaper (online)	776	2.53
On another non-government website	1861	6.05
On a poster or billboard	3769	12.26
On the radio	6307	20.52
Other	1348	4.38

Other responses (unweighted)	Frequency
Flyer or letter	17
Word of mouth	12
TV	11
Facebook	8
Email	3
Other public space (FN office, bus)	3
At work	3
Magazine	1

Q6.7. Where did you see or hear the ad about foster care?

	Frequency	Percent
On a Yukon government website	225	0.73
In the newspaper (print edition)	3040	9.89
In the newspaper (online)	583	1.90
On another non-government website	923	3.00
On a poster or billboard	1449	4.71
On the radio	1206	3.92
Other	677	2.20

Other responses (unweighted)	Frequency
Social media	12
Word of mouth	7
TV	5
Flyer	4
Other event	1

Q6.8. Where did you see or hear the ad about quitting smoking?

	Frequency	Percent
On a Yukon government website	1229	4.00
In the newspaper (print edition)	4381	14.25
In the newspaper (online)	1152	3.75
On another non-government website	2594	8.44
On a poster or billboard	9979	32.46
On the radio	6116	19.90
Other	1973	6.42

Other responses (unweighted)	Frequency
Flyer or pamphlet	25
TV	24
Social media	16
Cigarette packages	5
Other public space (government building, bus, etc.)	4
Word of Mouth	3
At work	2
Email	1

Q6.9. Where did you see or hear the ad about energy rebates?

	Frequency	Percent
On a Yukon government website	1033	3.36
In the newspaper (print edition)	5015	16.32
In the newspaper (online)	810	2.64
On another non-government website	2860	9.30
On a poster or billboard	2583	8.40
On the radio	3101	10.09
Other	2230	7.25

Other responses (unweighted)	Frequency
Flyer or newsletter	36
Word of mouth	17
Social media	16
Other event or in-store promotion	8
At work	7
TV	3
Email	2

Q6.10. Where did you see the ad about Christmas tree cutting?

	Frequency	Percent
On a Yukon government website	268	0.87
In the newspaper (print edition)	2207	7.18
In the newspaper (online)	272	0.89
On another non-government website	270	0.88
On a poster or billboard	684	2.23
On the radio	1089	3.54
Other	239	0.78

Other responses (unweighted)	Frequency
Word of mouth	4
Email	2
Flyer	2
Facebook	2
At work	1

Q6.11. Where did you see or hear the ad about land lotteries?

	Frequency	Percent
On a Yukon government website	873	2.84
In the newspaper (print edition)	4165	13.55
In the newspaper (online)	371	1.21
On another non-government website	857	2.79
On a poster or billboard	1024	3.33
On the radio	1901	6.19
Other	556	1.81

Other responses (unweighted)	Frequency
Word of mouth	11
Facebook	4
Flyer	3
TV	2
Work	2

Q6.12. Where did you see or hear the ad about the Arts fund?

	Frequency	Percent
On a Yukon government website	772	2.51
In the newspaper (print edition)	3692	12.01
In the newspaper (online)	259	0.84
On another non-government website	884	2.88
On a poster or billboard	1420	4.62
On the radio	1573	5.12
Other	970	3.15

Other responses (unweighted)	Frequency
Email (including ArtsNet)	15
Social media	9
Word of mouth	8
Other public space (community centre, First Nation office, etc.)	5
Flyer	2
TV	2
At work	2

Q6.13. Where did you see or hear the ad about the Residential Landlord and Tenant Act?

	Frequency	Percent
On a Yukon government website	1458	4.74
In the newspaper (print edition)	3312	10.78
In the newspaper (online)	497	1.62
On another non-government website	1033	3.36
On a poster or billboard	853	2.77
On the radio	1784	5.80
Other	898	2.92

Other responses (unweighted)	Frequency
Other source (landlord, MLA, government office, event or trade show)	11
Community Newsletter	7
Word of mouth	7
Social media	6
Email	3
At work	3
TV	2

Q6.14. Where did you see or hear the 'other' Yukon government ad?

	Frequency	Percent
On a Yukon government website	358	1.16
In the newspaper (print edition)	369	1.20
In the newspaper (online)	117	0.38
On another non-government website	484	1.57
On a poster or billboard	216	0.70
On the radio	286	0.93
Other	374	1.22

Other responses (unweighted)	Frequency
Flyer or newsletter	3
Word of mouth	3
TV	3
Email	2
Social media	1
At work	1

Q7. How trustworthy do you consider the information you see in Yukon government ads?

	Frequency	Percent
Very trustworthy	11963	38.92
Somewhat trustworthy	6221	20.24
Not at all trustworthy	938	3.05
It depends on the subject	9311	30.29
Don't know	2216	7.21
Prefer not to say	88	0.29

Q8. What types of information do you typically require from the Yukon government?

	Frequency	Percent
Information about laws or regulations	15712	51.12
Information about programs and services	21344	69.44
Announcements or emergency communications	17597	57.25
Contact information for people within government	12553	40.84
Forms	14105	45.89
Funding information	13781	44.84
Job advertisements	12346	40.17
Other	14094	45.85

Other responses (unweighted)	Frequency
None	22
Tenders	12
Health care and social services; medical travel	4
Information pertaining to seniors, seniors' care, seniors' housing, subsidies	4
Community events	3
School information - schedules, exams, teacher websites etc.	3
Yukon Housing Corporation information	3
Budget	2
First Nations Topics	2
Fishing and Hunting Licenses	2
Pioneer Utility Grants	2
School bus schedules / registration	2
Arts programs	1
Boards and Committees	1
Elections	1
Government Campgrounds	1
Immigration Information	1
Information on proposed changes or amendments to regulations and legislation	1
Information pertaining to home owners	1
Information pertaining to the heritage field	1

Other responses (Continued)	
Information regarding Fentanyl	1
Labour Information (e.g. Stat Holidays)	1
Labour Standards	1
Legal Information such as Law Line	1
Mobile Home Park Pad Rents	1
One-Stop Address Updates	1
Paychecks	1
Peel Watershed	1
Resources for children with learning disabilities	1
Sport Yukon funding information	1
Training programs	1
YG Collective Agreement	1
Yukon Energy Rebate Programs	1
Yukon Government Housing availability	1
Yukon Government Telephone Directory - current hard copy	1

Q9. Overall, do you find Yukon government information clear and easy to understand?

	Frequency	Percent
Always	9914	32.25
Sometimes	18027	58.65
Never	1355	4.41
Don't know	1427	4.64
Prefer not to say	16	0.05

Q10. Overall, do you find Yukon government information easy to find?

	Frequency	Percent
Always	8060	26.22
Sometimes	17944	58.38
Never	2768	9.00
Don't know	1917	6.24
Prefer not to say	50	0.16

Q11. Do you prefer to get information about Yukon government programs, services and events in English or French?

	Frequency	Percent
English	28924	94.10
French	243	0.79
No preference between English and French	1215	3.95
Other	257	0.83
Don't know	83	0.27
Prefer not to say	16	0.05

Other responses (unweighted)	Frequency
Both English and French	6
Tagalog and English	2
all the Native languages in the Yukon	1
English and American Sign Language	1
Russian	1

Q12. If the Yukon government was asking for public opinion on a certain subject or issue, such as off-road vehicle usage or hunting regulations, how would you like to find out about opportunity to have your say?

	Frequency	Percent
Local English language newspapers	7893	25.68
Local French language newspapers	371	1.21
The Yukon government's website	3308	10.76
Advertisements on other websites	2153	7.01
Facebook	7443	24.22
Twitter	1044	3.40
Instagram	572	1.86
Other social media	664	2.16
Radio	8003	26.04
TV	900	2.93
Posters	3506	11.40
Digital billboards	497	1.62
Flyers or direct mail	8204	26.69
ArtsNet	488	1.59
Community newsletters	2021	6.57
Word of mouth	1312	4.27
Billboards	1053	3.43
Phone call	4183	13.61
Email	7025	22.85
Other	1402	4.56
I don't want to find out about the consultation	1242	4.04
Don't know	1215	3.95

Q13. If you wanted to participate when the Yukon government is looking for your input, how would you prefer to share your views?

	Frequency	Percent
In a community meeting	8516	27.71
Submitting a letter or document	7623	24.80
By email	12850	41.81
Over the phone	10179	33.12
Via social media	4865	15.83
Filling out a survey	14450	47.01
Other	5915	19.24
Not at all	992	3.23
Don't know	1364	4.44
Prefer not to say	416	1.35

Appendix B. Web Survey Frequency Tables

Total responses: 272

Q1. Which of the following do you read? Check all that apply:

	Frequency	Percent
Whitehorse Star (in print)	75	28.63
Whitehorse Star (online)	107	40.84
Yukon News (in print)	103	39.31
Yukon News (online)	131	50.00
l'Aurore boréale (in print)	45	17.18
l'Aurore boréale (online)	29	11.07
What's Up Yukon (in print)	99	37.79
What's Up Yukon (online)	27	10.31
Up Here	50	19.08
Klondike Sun	14	5.34
Yukon: North of Ordinary	79	30.15
None Of The Above	39	14.89

Q2. Which radio stations do you listen to? Check all that apply:

	Frequency	Percent
CKRW	107	40.84
CJUC	17	6.49
CHON-FM	34	12.98
Life FM	3	1.15
CBC	161	61.45
Radio Canada	40	15.27
Don't know	3	1.15
None Of The Above	45	17.18

Q3. Do you watch any of the following online or on television? Check all that apply:

	Frequency	Percent
CBC	105	40.08
Community Cable 9	23	8.78
Northbeat	23	8.78
None Of The Above	146	55.73

Q4. Which social media do you use? Check all that apply:

	Frequency	Percent
Facebook	235	89.69
Twitter	76	29.01
Instagram	74	28.24
LinkedIn	57	21.76
Google Plus	18	6.87
Other	13	4.96

Other:	Frequency	Percent
Snapchat	3	1.15
YouTube	3	1.15
ArtsNet	2	0.76
Tumblr	2	0.76
Path	1	0.38
I don't use social media	17	6.49

Q5. Where else do you find information? Check all that apply:

	Frequency	Percent
Posters	137	52.29
Digital billboards (such as screens at the airport, hotels or grocery stores)	55	20.99
Flyers or direct mail	85	32.44
Word of mouth	192	73.28
Community newsletters	49	18.70
The Government of Yukon website	116	44.27
Billboards (such as at bus stops, hockey rinks, airport, local businesses)	47	17.94
Events (such as Fireweed Market, trade shows, festivals)	71	27.10
Other	22	8.40
None of the above	9	3.44

Other:	Frequency	Percent
ArtsNet	4	1.53
Email	3	1.15
Media websites	3	1.15
Internet	1	0.38
Magazines	1	0.38
Public transit	1	0.38
Relevant websites	1	0.38
Web groups	1	0.38
Wikipedia	1	0.38
Word of mouth	1	0.38
E-newsletters	1	0.38

Q6. Can you recall seeing or hearing any ads about the following topics? Check all that apply:

Curriculum redesign for Yukon schools	138	52.67
Fentanyl	186	70.99
Energy rebates	124	47.33
Arts fund	51	19.47
Caribou on Yukon highways	158	60.31
None Of The Above	29	11.07

Q6.1. Where did you see the ads for:

a. Curriculum redesign for Yukon schools? Check all that apply:

	Frequency	Percent
On social media	96	36.64
On a flyer	3	1.15
On a poster	9	3.44
In a newspaper	58	22.14
Other	25	9.54
Don't know	8	3.05

Other:	Frequency	Percent
Radio	13	4.96
Online news	4	1.53
YG website	2	0.76
Direct emails from school	1	0.38
Government email	1	0.38
At work	1	0.38
School newsletter	1	0.38
TV	1	0.38
School website	1	0.38

b. Fentanyl? Check all that apply:

	Frequency	Percent
On social media	107	40.84
On a flyer	12	4.58
On a poster	80	30.53
In a newspaper	79	30.15
Other	26	9.92
Don't know	6	2.29

Other:	Frequency	Percent
Radio	17	6.49
TV	3	1.15
Online news	2	0.76
Word of mouth	2	0.76
Movie theatre	1	0.38
YouTube	1	0.38
At work	1	0.38

C. Energy rebates? Check all that apply:

	Frequency	Percent
On social media	86	32.82
On a flyer	15	5.73
On a poster	15	5.73
In a newspaper	45	17.18
Other	23	8.78
Don't know	6	2.29

Other:	Frequency	Percent
Government website	10	3.82
Radio	6	2.29
Word of mouth	3	1.15
Internet ads	1	0.38
Lions Trade Show	1	0.38
In-store promotion	1	0.38

d. Arts Fund? Check all that apply:

	Frequency	Percent
On a poster	5	1.91
In a newspaper	31	11.83
Other	9	3.44
Don't know	3	1.15

Other:	Frequency	Percent
Radio	3	1.15
Internet	2	0.76
ArtsNet	1	0.38
CBC	1	0.38
Newsletter	1	0.38
Government website	1	0.38

e. Caribou on Yukon highways? Check all that apply:

	Frequency	Percent
On social media	115	43.89
On a flyer	1	0.38
On a poster	12	4.58
In a newspaper	61	23.28
Other	23	8.78
Don't know	5	1.91

Other:	Frequency	Percent
Radio	16	6.11
Highway signage	4	1.53
Internet news site	2	0.76
Government website	1	0.38

7. What type of information do you typically require from the Government of Yukon? Check all that apply:

	Frequency	Percent
Information about laws or regulations	165	62.98
Information about programs and services (such as motor vehicles, community health information)	226	86.26
Announcements or emergency communications (such as road closures, fire warnings)	196	74.81
Government news	135	51.53
Contact information for people within government	133	50.76
Forms	118	45.04
Funding information	101	38.55
Job advertisements	142	54.20
Other	6	2.29
Don't know	3	1.15
None	5	1.91

Other:	Frequency	Percent
Any thing pertinent to Yukoners	1	0.38
Budget information / Hansard / Reports and data	1	0.38
Policy development on personally relevant issues	1	0.38
Seniors' grants and programs	1	0.38
Campfire bans / smoke advisories	1	0.38
Tenders	1	0.38

Q8. Do you consider Government of Yukon information trustworthy?

	Frequency	Percent
Yes, very	106	40.46
Somewhat	101	38.55
Not at all	5	1.91
It depends on the subject	44	16.79
Don't know	11	4.20

Q8.1. Why or why not?

	Frequency	Percent
Government of Yukon information is biased / political spin	39	14.89
Government of Yukon is a trustworthy source for information	30	11.45
Government off Yukon information is often incomplete or inconsistent	12	4.58
Government of Yukon information is often out of date	6	2.29

Q9. Overall, do you find Government of Yukon information easy to understand?

	Frequency	Percent
Always	82	31.30
Sometimes	175	66.79
Never	4	1.53
Don't know	7	2.67

Q10. Overall, is it easy to find information from the Government of Yukon?

	Frequency	Percent
Always	24	9.16
Sometimes	165	62.98
Never	12	4.58
It depends on the subject	62	23.66
Don't know	4	1.53

Q11. How can the Government of Yukon can better inform you about its programs, services and funds?

	Frequency	Percent
Website improvements	45	17.18
Social media (e.g. Facebook)	15	5.73
Outreach (door to door, community visits, more advertising, good lead time, digital newsletters etc.)	8	3.05
Plain language, clarity, consistency	6	2.29
Have knowledgeable people present information / quick response / engage the audience	5	1.91
Honesty	4	1.53
Radio	4	1.53
Email	2	0.76
Mail	2	0.76
TV	1	0.38

Q12. In which language do you prefer to get Government of Yukon information?

	Frequency	Percent
English	211	80.53
French	37	14.12
No preference between English and French	18	6.87

Q13. If the Government of Yukon wanted to know your opinion on a certain subject or issue, like

off-road vehicle use or hunting regulations, how would you like to share your views? Check all that apply:

	Frequency	Percent
Filling out an online survey	220	83.97
By email	122	46.56
Via social media	100	38.17
Providing an online comment on a website	93	35.50
In a community meeting	78	29.77
Submitting a letter or document	50	19.08
Over the phone	33	12.60
Not at all	6	2.29
Don't know	5	1.91
Other	4	1.53

Other:	Frequency	Percent
Focus group	2	0.76
In person	1	0.38
Mail-in survey	2	0.76

Q14. How do you suggest the Yukon government improve the way it does public consultations?

	Frequency	Percent
Make consultations accessible / use multiple methods and incentives	34	12.98
Listen to what people say / Report back on what was heard	12	4.58
Online/ social media	9	3.44
Restrict participation / ensure fair representation of Yukoners	6	2.29
There are too many consultations	4	1.53
Be honest and transparent	3	1.15
Consult in French and English	2	0.76
Combine consultations	2	0.76
Protect privacy of respondents	2	0.76

Q15. Where do you live?

	Frequency	Percent
Burwash	1	0.38
Carcross	1	0.38
Dawson City	8	3.05
Faro	1	0.38
Haines Junction	3	1.15
Marsh Lake	5	1.91
Tagish	1	0.38
Teslin	2	0.76
Watson Lake	4	1.53
Whitehorse	228	87.02
I don't live in Yukon	5	1.91
Not stated	13	4.96

Appendix C. Household Phone Survey Questionnaire

On behalf of the Executive Council Office & the Yukon Housing Corporation, the Yukon Bureau of Statistics is conducting a household survey to gain an understanding of public awareness and perception of Yukon Government programs and services. The information gathered will help with the development of communication and marketing plans. Your participation is voluntary. Your individual responses will be kept confidential and combined with others for reporting purposes.

A. Sources of Information

1. **Do you read any Yukon newspapers, community newsletters or magazines regularly, either online or in the print edition, at least once a week? (eg. Yukon News, Whitehorse Star, l'Aurore Boréale)**
   - ☐ Yes
   - ☐ No -> Skip to Q2
   - ☐ Don't know -> Skip to Q2
   - ☐ Refuse -> Skip to Q2

   1.1 Which of the following do you read? (Read list out loud; check all that apply):
   - ☐ Whitehorse Star, print edition
   - ☐ Whitehorse Star, online
   - ☐ Yukon News, print edition
   - ☐ Yukon News, online
   - ☐ l'Aurore Boréale, print edition
   - ☐ l'Aurore Boréale, online
   - ☐ What's Up Yukon, print edition
   - ☐ What's Up Yukon, online
   - ☐ Up Here, print edition
   - ☐ Up Here, online
   - ☐ Klondike Sun
   - ☐ Yukon: North of Ordinary
   - ☐ None of the above
   - ☐ Don't know
   - ☐ Refuse

1.2 **(If Whitehorse Star, print edition = Yes) Which editions of the Whitehorse Star do you usually read (which days of the week)?** (Check all that apply)

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Don't know
- ☐ Refuse

1.3 (If Yukon News, print edition = Yes) Which editions of the Yukon News do you usually read (which days of the week)? (Check all that apply)

- ☐ Monday (online only)
- ☐ Wednesday
- ☐ Friday
- ☐ Don't know
- ☐ Refuse

2. **Do you regularly listen to any local radio stations, such as CKRW, CHON-FM or CBC?**
   - ☐ Yes
   - ☐ No -> Skip to Q3
   - ☐ Don't know -> Skip to Q3
   - ☐ Refuse -> Skip to Q3

2.1 **Which radio stations do you listen to?** (Check all that apply)

- ☐ CKRW
- ☐ CJUC
- ☐ CHON-FM
- ☐ Life FM
- ☐ CBC
- ☐ Radio Canada
- ☐ Don't know
- ☐ Refuse

2.2 **What times of day do you typically listen to the radio? Is it between...** (Read list out loud; check all that apply)

- ☐ 6 a.m. and 9 a.m
- ☐ 9 a.m. and noon
- ☐ Noon and 1 p.m.
- ☐ 1 p.m. and 4 p.m.
- ☐ 4 p.m. and 6 p.m.
- ☐ 6 p.m. and 8 p.m.
- ☐ 8 p.m. and midnight
- ☐ Midnight and 6 a.m.
- ☐ Don't know
- ☐ Refuse

3. **Do you watch any Yukon television programming regularly, such as: CBC TV, Community Cable 9, or Northbeat?**

- ☐ Yes
- ☐ No
- ☐ Don't know
- ☐ Refuse

4. **Which social media platforms do you use?**

- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Snapchat
- ☐ Google Plus
- ☐ Other: _____
- ☐ None
- ☐ Don't know
- ☐ Refuse

B. Government of Yukon Information

5. The next few questions are about Yukon government information. Generally speaking, how much information about Government of Yukon's programs, services and events do you get from advertisements, articles and interviews in each of the following sources: most, some, or none?

	Most	Some	None	DK	RF
A. The Whitehorse Star (print edition)	☐	☐	☐	☐	☐
B. The Whitehorse Star (online)	☐	☐	☐	☐	☐
C. The Yukon News (print edition)	☐	☐	☐	☐	☐
D. The Yukon News (online)	☐	☐	☐	☐	☐
E. l'Aurore Boréale (print edition)	☐	☐	☐	☐	☐
F. l'Aurore Boréale (online)	☐	☐	☐	☐	☐
G. What's Up Yukon (print edition)	☐	☐	☐	☐	☐
H. What's Up Yukon (online)	☐	☐	☐	☐	☐
I. The Yukon government's website	☐	☐	☐	☐	☐
J. Facebook	☐	☐	☐	☐	☐
K. Twitter	☐	☐	☐	☐	☐
L. Instagram	☐	☐	☐	☐	☐
M. Other social media	☐	☐	☐	☐	☐
N. Other online sources such as Google Ads	☐	☐	☐	☐	☐
O. Radio	☐	☐	☐	☐	☐
P. TV	☐	☐	☐	☐	☐
Q. Posters	☐	☐	☐	☐	☐
R. Digital billboards (such as screens at the airport, hotels, or grocery stores)	☐	☐	☐	☐	☐
S. Flyers or direct mail	☐	☐	☐	☐	☐
T. Word of mouth	☐	☐	☐	☐	☐
U. Community newsletters	☐	☐	☐	☐	☐
V. Billboards (at bus stops, hockey rinks, airport, or local businesses)	☐	☐	☐	☐	☐
W. Events (such as Fireweed Market, tradeshows, festivals)	☐	☐	☐	☐	☐

6. **Can you recall seeing or hearing any ads promoting the following Government of Yukon programs, services or events recently?** (Check all that apply)
   - ☐ The flu shot?
   - ☐ Fentanyl?
   - ☐ Community Development Fund?
   - ☐ Youth Directorate Funds?
   - ☐ Smoke detectors?
   - ☐ Carbon monoxide?
   - ☐ Foster care?
   - ☐ Quitting smoking?
   - ☐ Energy rebates?
   - ☐ Christmas tree cutting?
   - ☐ Land lotteries?
   - ☐ Arts Fund?
   - ☐ Residential Landlord and Tenant Act?
   - ☐ Other: _____
   - ☐ None of the above
   - ☐ Don't know
   - ☐ Refuse

6.1. Where did you see or hear the ad for... [Ask for every checked item from Q6.] (Check all that apply)

	On a Yukon government website	In the newspaper (print edition)	In the newspaper (online)	On another non-government website	On a poster or billboard	On the radio	Other:	(Specify Other)	Don't know	Refuse
A. The flu shot?	☐	☐	☐	☐	☐	☐	☐		☐	☐
B. Fentanyl?	☐	☐	☐	☐	☐	☐	☐		☐	☐
C. Community Development Fund?	☐	☐	☐	☐	☐	☐	☐		☐	☐
D. Youth Directorate Funds?	☐	☐	☐	☐	☐	☐	☐		☐	☐
E. Smoke detectors?	☐	☐	☐	☐	☐	☐	☐		☐	☐
F. Carbon monoxide?	☐	☐	☐	☐	☐	☐	☐		☐	☐
G. Foster care?	☐	☐	☐	☐	☐	☐	☐		☐	☐
H. Quitting smoking?	☐	☐	☐	☐	☐	☐	☐		☐	☐
I. Energy rebates?	☐	☐	☐	☐	☐	☐	☐		☐	☐
J. Christmas tree cutting?	☐	☐	☐	☐	☐	☐	☐		☐	☐
K. Land lotteries?	☐	☐	☐	☐	☐	☐	☐		☐	☐
L. Arts Fund?	☐	☐	☐	☐	☐	☐	☐		☐	☐
M. Residential Landlord and Tenant Act?	☐	☐	☐	☐	☐	☐	☐		☐	☐

7. **How trustworthy do you consider the information you see in Yukon government ads?**
   - ☐ Very trustworthy
   - ☐ Somewhat trustworthy
   - ☐ Not at all trustworthy
   - ☐ It depends on the subject
   - ☐ Don't know
   - ☐ Refuse

8. **What types of information do you typically require from the Yukon government**? (Read the list out loud; check all that apply)
   - ☐ Information about laws or regulations
   - ☐ Information about programs and services (eg. motor vehicles, community health information)
   - ☐ Announcements or emergency communications (eg. road closures, fire warnings)
   - ☐ Government news
   - ☐ Contact information for people within government
   - ☐ Forms
   - ☐ Funding information
   - ☐ Job advertisements
   - ☐ Other (specify) _____
   - ☐ Don't know
   - ☐ Refuse

9. **Overall, do you find Yukon government information clear and easy to understand?**
   - ☐ Always
   - ☐ Sometimes
   - ☐ Never
   - ☐ Don't know
   - ☐ Refuse

10. **Overall, do you find Yukon government information easy to find?**
   - ☐ Always
   - ☐ Sometimes
   - ☐ Never
   - ☐ Don't know
   - ☐ Refuse

11. **Do you prefer to get information about Yukon government programs, services and events in English or French?**
   - ☐ English
   - ☐ French
   - ☐ No preference between English and French
   - ☐ Other: _____
   - ☐ Don' t know
   - ☐ Refuse

C. Public engagements

12. **The next few questions are about how you prefer to share your opinion with the government on topics of interest to you.**
If the Yukon government was asking for public opinion on a certain subject or issue, such as off-road vehicle usage or hunting regulations, how would you like to find out about opportunity to have your say? (Don't read the list out loud: check all that apply)
    - ☐ Local English language newspapers
    - ☐ Local French language newspapers
    - ☐ The Yukon government's website
    - ☐ Advertisements on other websites
    - ☐ Facebook
    - ☐ Twitter
    - ☐ Instagram
    - ☐ Other social media
    - ☐ Radio
    - ☐ TV
    - ☐ Posters
    - ☐ Digital billboards (such as screens at the airport, hotels, or grocery stores)
    - ☐ Flyers or direct mail
    - ☐ ArtsNet
    - ☐ Word of mouth
    - ☐ Community newsletters
    - ☐ Billboards (at bus stops, hockey rinks, movie theatre)
    - ☐ Phone call
    - ☐ Email
    - ☐ Other: _____
    - ☐ I don't want to find out about the consultation
    - ☐ Don't know
    - ☐ Refuse

13. **If you wanted to participate when the Yukon government is looking for your input, how would you prefer to share your views?** (Check all that apply)
    - ☐ In a community meeting
    - ☐ Submitting a letter or document
    - ☐ By email
    - ☐ Over the phone
    - ☐ Via social media
    - ☐ Filling out an online survey
    - ☐ Providing an online comment on a website
    - ☐ Other (Specify _____)
    - ☐ Not at all
    - ☐ Don't know
    - ☐ Refuse

Appendix D. Web Survey Questionnaire

Where do you go to get information?

The Yukon government wants to find out how best to provide Yukoners with the information they need. Have your say and tell us how we can do a better job sharing information about programs, services and funds with you.

1. **Which of the following do you read? Check all that apply:**

- ☐ Whitehorse Star
  - In print
  - Online
  - Both
- ☐ Yukon News
  - In print
  - Online
  - Both
- ☐ l'Aurore boréale
  - In print
  - Online
  - Both
- ☐ What's Up Yukon
  - In print
  - Online
  - Both
- ☐ Up Here
- ☐ Klondike Sun
- ☐ Yukon: North of Ordinary
- ☐ None of the above

2. **Which radio stations do you listen to? (Check all that apply)**

- ☐ CKRW
- ☐ CJUC
- ☐ CHON-FM
- ☐ Life FM
- ☐ CBC
- ☐ Radio Canada
- ☐ Don't know
- ☐ None of the above

3. **Do you watch any of the following online or on television?**

- ☐ CBC
- ☐ Community Cable 9
- ☐ Northbeat
- ☐ None of the above

4. **Which social media do you use? (Check all that apply)**

a. Facebook
b. Twitter
c. Instagram
d. LinkedIn
e. Google Plus
f. I don't use social media
g. Other _____

5. **Where else do you find information?**

- ☐ The Government of Yukon website
- ☐ Posters
- ☐ Digital billboards (such as screens at the airport, hotels or grocery stores)
- ☐ Flyers or direct mail
- ☐ Word of mouth
- ☐ Community newsletters
- ☐ Billboards (such as at bus stops, hockey rinks, airport, local businesses)
- ☐ Events (such as Fireweed Market, trade shows, festivals)
- ☐ Don't know
- ☐ Other _____

6. **Can you recall seeing or hearing any ads about the following topics? Check all that apply.**

☐ Curriculum redesign for Yukon schools

If yes, where? Check all that apply.

- ☐ On social media
- ☐ On a flyer
- ☐ On a poster
- ☐ In a newspaper
- ☐ Other _____
- ☐ Don't know

☐ Fentanyl

If yes, where? Check all that apply.

- ☐ On social media
- ☐ On a poster
- ☐ In a newspaper
- ☐ Other _____
- ☐ Don't know

☐ Energy rebates

If yes, where? Check all that apply.

- ☐ On social media
- ☐ In a newspaper
- ☐ On the radio
- ☐ Other _____
- ☐ Don't know

☐ Arts Fund

If yes, where? Check all that apply.

- ☐ On social media
- ☐ On Artsnet
- ☐ In a newspaper
- ☐ Other_____
- ☐ Don't know

☐ Caribou on Yukon highways

If yes, where? Check all that apply.

- ☐ Social media
- ☐ In a newspaper
- ☐ Website
- ☐ Other_____
- ☐ Don't know

7. Do you consider Government of Yukon information trustworthy?

- ☐ Yes, very
- ☐ Somewhat
- ☐ Not at all
- ☐ It depends on the subject
- ☐ Don't know

7.1. Why or why not?

_____

8. **What type of information do you typically require from the Government of Yukon? Check all that apply.**
   - ☐ Information about laws or regulations
   - ☐ Information about programs and services (such as motor vehicles, community health information)
   - ☐ Announcements or emergency communications (such as road closures, fire warnings)
   - ☐ Government news
   - ☐ Contact information for people within government
   - ☐ Forms
   - ☐ Funding information
   - ☐ Job advertisements
   - ☐ Other (specify) _____
   - ☐ None of the above
   - ☐ Don't know

9. **Overall, do you find Government of Yukon information easy to understand?**
   - ☐ Always
   - ☐ Sometimes
   - ☐ Never
   - ☐ Don't know

10. **Overall, is it easy to find information from the Government of Yukon?**
   - ☐ Always
   - ☐ Sometimes
   - ☐ Never
   - ☐ It depends on the subject
   - ☐ Don't know

11. **How can the Government of Yukon can better inform you about its programs, services and funds?**

_____

12. **In which language do you prefer to get Government of Yukon information?**
   - ☐ English
   - ☐ French
   - ☐ No preference between English and French
   - ☐ Other language: _____

13. **If the Government of Yukon wanted to know your opinion on a certain subject or issue, like off-road vehicle use or hunting regulations, how would you like to share your views? Check all that apply.**
    - ☐ In a community meeting
    - ☐ Submitting a letter or document
    - ☐ By email
    - ☐ Over the phone
    - ☐ Via social media
    - ☐ Filling out an online survey
    - ☐ Providing an online comment on a website
    - ☐ Other (specify _____)
    - ☐ Not at all
    - ☐ Don't know

14. **How do you suggest the Yukon government improve the way it does public consultations?**

---

15. **Where do you live?**

- ☐ Beaver Creek
- ☐ Burwash
- ☐ Carmacks
- ☐ Carcross
- ☐ Dawson City
- ☐ Destruction Bay
- ☐ Faro
- ☐ Haines Junction
- ☐ Tagish
- ☐ Teslin
- ☐ Marsh Lake
- ☐ Mayo
- ☐ Old Crow
- ☐ Pelly Crossing
- ☐ Ross River
- ☐ Watson Lake
- ☐ Whitehorse
- ☐ I don't live in Yukon
- ☐ Other: